Proskauer

Proskauer Advises Dan Hotels on Purchase of NoMo SoHo in New York

October 27, 2025

NEW YORK, October 27, 2025 – Proskauer advised Dan Hotels, a leading hotel chain in Israel, on its acquisition of the NoMo SoHo hotel in New York City for $125 million. The purchase is the company's first expansion into the United States.

NoMo SoHo hotel is located at 9 Crosby Street in Manhattan. The hotel rises 26 floors and includes 264 rooms and suites. The property features the NoMo Kitchen restaurant, the Sip Happens café, meeting rooms and a fitness center, and offers panoramic views of the New York City skyline.

Dan Hotels is one of Israel's leading hospitality brands with 16 luxury hotels across Israel including the King David Hotel and one hotel in Bengaluru, India.

The Proskauer team was led by partner Yuval Tal, who co-heads the Firm's Real Assets and Lodging & Gaming practices, and partner Mark Rutter. The team also included associate Sean Khoury (Real Estate); Charles Dale (Restructuring); Michael Lebowich (Labor); and Steven Weinstein (Benefits & Compensation). A team from Firon Law Firm led by Dana Firon-Gross served as co-counsel.

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are highly regarded for our expertise combined with our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Proskauer's Real Assets Group brings together an integrated team of experts to solve the most difficult and multifaceted legal issues across the sector. We offer unmatched experience and combine it with a level of sophistication and care only the most experienced lawyers can provide. Our clients are the world's most sophisticated and experienced investors, lenders, developers and operators and span the full range of real asset classes including hospitality, digital and physical infrastructure, logistics, office, labs, retail, multi-family, senior housing and assisted-living facilities and single-family rentals. We handle every type of matter from fund formation and M&A to distressed, special situations, and regulatory needs and everything in between. We operate out of offices throughout the U.S., Europe, Asia and Latin America, but our experience, like our clients' businesses, knows no boundaries.

Related Professionals

- **Yuval Tal**
  Partner
- **Mark Rutter**
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- **Charles A. Dale**
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- **Michael J. Lebowich**
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