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## Founder of Crumbs bakery turns hand to real estate sales

Jason Bauer has joined forces with veteran residential broker Avi Voda

By Katherine Clarke

The man who made his name flogging cupcakes is rising to a new challenge.

Jason Bauer masterminded the Crumbs empire with his wife Mia long before the cupcake brand crumbled. Now he has started his own real estate company alongside veteran residential broker Avi



Voda, formerly a heavy hitter at top city real estate firm Douglas Elliman.

Specializing in both brokerage and development, the three-month-old firm is in discussions to start planning two boutique condo projects, including one in Harlem and another in Clinton Hill, Bauer tells the Daily News.

They're starting small. Both projects will have fewer than 20 units.

### Jason Bauer is now getting into real estate

Bauer spent more than a decade in the cupcake racket, but building luxury condos has always been his big dream. Both Jason and Mia Bauer, a Manhattan-based couple, decided to go into business together in 2003 after their respective careers reached crossroads. He wanted to start a real estate company; she wanted to bake.

"I always wanted to make a career in real estate, but at the time I wanted to marry Mia more," Bauer says. "So we went with her idea, having no sense of what it would turn into. We were young and impulsive."

Now, it's his turn to call the shots — and his spouse isn't putting up a fight.

After just three months in business, Voda Bauer, based in the Financial District, has 25 agents and more than \$50 million in exclusive residential listings.



#### **Jason Bauer founded Crumbs with his wife Mia**

They include an \$18 million co-op at 860 Park Ave. owned by socialite Denise Wohl and a \$10 million East Village townhouse at 58 Third Ave.

The company is also helping buyers with the purchases of commercial buildings.

As for Bauer's involvement with Crumbs, it may not be over just yet. He still owned 8% of the company when it officially declared bankruptcy this spring. Soon the Bauers will enter into discussion with the new owners, a group fronted by CNBC star Marcus Lemonis, to figure out whether the couple will become investors in the new venture or remain involved as advisers.

The Bauers sold most of their stake in the company in 2011. That's when Crumbs was acquired for \$66 million by the company that eventually took it public. Bauer stepped down as CEO soon after, and then watched as the empire he and his wife built slowly crumpled.

"We stood on the sidelines and watched. It was pretty painful," he says. "We were always hopeful that they would find the right formula and make it work, but they never did."

Here's hoping the real estate game is a little more forgiving than the cupcake world.