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"The Bernie Madoff of Landlords," as the New York's attorney general called Steven Croman, is locally famous for his abusive and extreme rental management practices. His whole rental investment business strategy was based on evicting tenants in rent-stabilized apartments across approximately 150 buildings that he owned in New York City. Once the tenants were evicted from the rent-stabilized units, Croman sought to deregulate them to garner higher market rates.

Tenants say he went so far as to hire an ex-police officer to intimidate them into moving out, among other acts of harassment. It got so bad that a piping mad tenant took action, setting up a "Stop Croman Coalition" website to organize against his tactics. It all came to a head in May 2016, however, when Croman pleaded guilty to three felonies involving fraudulent refinancing and tax fraud. Amongst the cheers, a local pizza restaurant added to the celebration by giving out free wine to residents who mentioned Croman's tarnished name.