

Yesterday's Port Authority One-Two Punch

Five Brokers Just Like Frank Sinatra

1) The Matchmaker



Following up *Bisnow's* SuperBrokers, which we debuted in November, here are three **entrepreneurial** brokerage founders who can say they **did it their way**. Prince Realty Advisors' **David Ash** earned paychecks from Kaufman Org (a top broker during his four years there) and Eastern Consolidated before striking out on his own. Essentially, he tells us, he runs a **matchmaking service** (off market but above board), introducing sophisticated investors that have **targeted investment** profiles (like REITs and funds) to sellers that own properties that are **just the right size**, submarket, asset class, and return horizon. He's found that investors will pay a healthy price if it means they **don't have to compete**; in other words, auctions aren't the only way to maximize value.

Funds Scramble For Deals That Meet Investor Expectations

What does CohnReznick think?

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