

2020 Ones to Watch



Lane Matalon
Meridian Investment Sales

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

In my previous career in the residential market, a great day was working with five different clients on rental deals—obviously all small transactions. Then, in the short span of a few months, I joined Team Hess at Meridian, and have been an instrumental part of closing a \$9 million deal for a 49-unit rent stabilized building in Sunset Park during a global pandemic for one of the team’s most important clients. This is when I realized I had arrived at the elite level of commercial real estate and there is no limit to the success I can achieve in the industry.

What do you like most about your job?

When you are anticipating starting the day hitting the phones, it’s the excitement and suspense of getting out there, speaking to new clients, and telling them about the deals we are working on and our market share in Brooklyn commercial real estate. Then there is the payoff after you have a great conversation, establish a rapport with a potential new client, and get the gratification of hearing an owner say, “Ok, I will send you the rent roll. Let me know what you think my property is worth.” I feel like that is me adding another brick to the foundation of my success in the real estate industry.



Jared Paioff
Schwartz Sladkus Reich Greenberg Atlas LLP

What do you like most about your job?

I like being able to go to bat for clients to help them preserve their most important assets—their home. While a lot of the work I do involves commercial real estate, we also represent many homeowners, including condos, coops, and single-family homes. Whether the dispute concerns ownership of the property or rectifying damage caused to it, a home is someone’s livelihood and being able to achieve a successful result for that person is extremely rewarding.

What can our political leaders do to increase equality in the workplace?

There should be programs put in place to encourage diversity at the management level in New York real estate, including for owners, operators, and developers of residential and mixed-use, commercial properties.



Yehuda Leser
Alpha Realty

What do you like most about your job?

What I like most about my job as a broker is how every single day is different from each other and presents its own unique challenges. Deal making is a science and an art, which I continue to try and master. Helping people achieve their goals on both the acquisition and disposition side is my number one goal. Whether its reading a book, attending a conference or researching the latest industry trends, I constantly strive to be a success. Overall, I am willing to take any challenge head on and learn from the process and that is what makes me “one to watch.”



Evan Fox
Berdon LLP

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

In consecutive years I worked on the partial sale of a two NYC-based office building joint venture, situated in a legacy structure. The transaction size combined with the sophistication and diversity of both the investors and professional teams involved resulted in an experience where the mere listing of issues and necessary documents resulted in a ten-page document in and of itself. I learned a lot through the process from both a technical standpoint and how to conduct myself with the utmost professionalism amongst so many strong and intelligent voices.

What can our political leaders do to increase equality in the workplace?

I believe the first step is obtaining a deep understanding of the inherent flaws in the system. That mantra has become far too common. Recent events provide greater visibility, but surface recognition and patchwork approaches can never adequately address or fundamentally change a system so deep rooted. Politicians must remove ego, realizing past wrongdoings, imperfections and flaws are never ok or justifiable, but can be addressed appropriately and remedial measures can be taken.



Maurizio Anglani
Ingram Yuzek Gainen Carroll & Bertolotti LLP

What led you to your current profession?

When I first moved to the U.S., at the age of 12, my family introduced me to an older gentleman who was born in the same small town in southern Italy as me. He told us his life story, and I remember that I was deeply inspired by it. His family immigrated to the U.S. many years before mine. They struggled to make ends meet, but despite those difficulties, he was able to obtain his law degree and become a lawyer. At the start of his career, he used the privilege of being a lawyer to help others, devoting his time to public service and pro bono work. He ultimately became a judge of the Appellate Division, 1st Department. That was the first time I thought, “I want to be a lawyer, and maybe a judge one day.”

What do you like most about your job?

My colleagues. I attribute most of my achievements to being part of a positive work environment. I have fantastic relationships with many of my colleagues. I consider some of my peers close friends, and I rely on them for advice and help. My more experienced colleagues are equally as important, and their trust, support and mentorship are essential to my development as an attorney.

If your life were made into a movie, what actor would you want to portray you?

If it earns me a public imitation like the one Dr. Fauci got, then Brad Pitt.



Lynn Senko
Worth Property Management

What led you to your current profession?

During my high school and college years I had worked at Worth and experienced and learned the business from my father. I also had a great opportunity, my first management job to work with a family that owned properties in Nassau and NYC. They ranged from apartment buildings to commercial buildings. Not only did I manage the properties I renovated, sold, and rented. With the knowledge I learned from both I have continued to build my business and today manage publicly traded REITs, investor-owned properties, coops and condos. As a company our goal is to give each landlord the superior service they deserve and provide them with our knowledge and years of experience.



Max Ralby
HKS Real Estate Advisors LLC

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

The closing of a \$24 million construction loan in the Bronx for the new headquarters for Samaritan Day Top Village. I tracked this project for over a year, so landing the assignment and securing the financing on it was a big stepping stone so early in my career. This deal also led me to close a \$22 million construction loan for a mixed-use affordable housing development 45 days later with the same client.

What led you to your current profession?

It was a total accident. When I returned to New York City from my first season playing professional basketball in Israel I looked to fill some time in the summer with an internship. One thing led to another and one of my closest friends from college at New York University introduced me to HKS for an internship. I never had an interest in real estate or had taken a class; it was all finance to this point. My plan was to return to Israel for my second season, but when the internship concluded I was offered a full-time position. I loved the experience, the fast pace nature of the business and the market and timing felt right.



Holly Williamson
NELSON

What do you like most about your job?

Every client brings a fresh perspective. It’s most exciting to embark on a new project with a client; to collaborate with them and create a space that reflects their brand, culture, and community. Mentoring young designers is also a passion of mine. I love to see what inspires them, how they approach a design challenge and how we can collaborate to create unique solutions for our clients.

Who or what inspires you?

I feed off collaboration with my teammates. Sharing ideas and brainstorming allows us to uncover many different ideas. They may not all be good, but sometimes the bad ideas lead to the best ideas. I also enjoy wandering around outside, whether in New York or my neighborhood. Fresh air, new sights, and nature can all help empty my mind to let the best ideas take root.