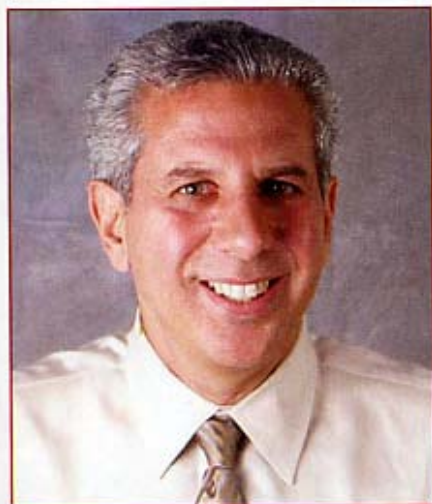


MANN REPORT

RESIDENTIAL



Constantly Evolving With The Industry

Marc Lewis "Your reputation is priceless, so you have to put your clients' needs ahead of the desire to make a profit." **Century 21 NY Metro**

Marc Lewis, Chief Operating Officer of the Rental and Sales Division of Century 21 NY Metro, was just a college kid tagging along as his father apartment hunted in the Village. By the end of the day, his father found a new place to live and Lewis found his calling. "I liked what I saw," Lewis recalls. "I liked how the brokers worked with people to figure out what they needed and what apartments might work, and how the business didn't involve inventory—just people, listings, and keys. I liked the immediate gratification of relating and making a deal. In the end, everyone's happy."

A seasoned real estate professional with 35 years experience in every aspect of the industry, Lewis makes it sound easy, but appearances are far from reality. His expertise and reputation have been developed by studying the industry, not taking shortcuts, and old-fashioned, hands-on professionalism.

"This is a 24/7 job," he explains. "You've got to read everything you possibly can and learn by doing. If you're not ahead of the clients and owners, they don't need you." Lewis's goal of re-invention as times change co-exists with his drive to build and maintain relationships over that time. He has had great success striking a perfect balance.

Lewis began his career as a rental agent at LD Gardner Realty, the Upper East Side's premier agency in the 70's and 80's. He rented as many as 40 apartments a month, with rents from \$150 to \$500. Lewis was fresh out of college and hungry for experience, developing relationships that last to

this day with the first landlords he met. By 1976, the company asked him to be a Partner/Owner. Under his leadership, the revenue quadrupled within one year. It was at Gardner that Lewis first met and hired real estate upstart Michael Simon, now CEO of Century 21 NY Metro. When his partner left the business in 1988, Lewis established Marc Lewis Realty, where he expanded his business into buying, managing, and selling his and others' portfolio of properties. His brokerage company later merged with Manhattan Apartments.

"All the while it's been about building and maintaining relationships. Agents at my companies came and went, but the owners stayed. Owners [and other clients] are connected to each other. If you do something unethical or don't represent the owner properly, people will talk about it. If you have a strong, professional work ethic, people will also talk about it," Lewis says. "Your reputation is priceless, so you have to put your clients' needs ahead of the desire to make a profit."

With extensive knowledge of rent stabilization and all real estate areas, Lewis's expert commentary frequently appears in the press. Still, he considers himself a student of the industry and is eager to learn more. This explains the different paths Lewis's career has taken and why his network of owners, managers, and agents continues to expand.

"Hopefully, people want to work with me because of my experience and because they feel I'm on the same playing field. I have

been a rental agent, owner, manager, and developer," Lewis adds. "This broad range of experience enables me to be not just a broker, but also a consultant."

In October 2007, Lewis joined C21NY, joining forces once again with CEO Michael Simon. He brings to the company an understanding of New York City real estate's history and future.

"Sure, I found an industry I love and have stayed, but real estate is dynamic enough that I have been able to branch out and take my work different places," he adds. "I'm not doing exactly what I started out doing—I have evolved and so has the industry."

A change over time that Lewis has noticed, besides the enormous increase in rents and the value of real estate, is that marketing and internet use have taken over the business. "It used to be all about keys for apartments, and now it's all about a different kind of keys—the ones on a keyboard!" he says. One thing that hasn't changed is that clients still appreciate his hard work. For 35 years and counting, that remains a constant. ■

Marc Lewis
Chief Operating Officer
Rentals and Investments
Century 21 NY Metro
575 Madison Avenue 7th Floor
New York, NY 10022
Tel: 212-872-2223
Fax: 212-202-6441