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Sales director moves to Century 21



Jordan Tepper

By James Kelly

Jordan Tepper left his job as executive vice president and director of sales at Manhattan Apartments and joined Century 21 NY Metro in the same position on Jan. 29. He said Century 21 NY Metro CEO Mike Simon and COO of rentals Mark Lewis had both impressed him with their business plan for the company.

Tepper said that in a "transitioning" market, it's important to be with a household name like Century 21. "Historically, Manhattan has done well with boutiquey-type names, but I've seen a shift in the market with more consolidation and mergers, and I think larger names will probably do better in a transitioning market."

He pointed to the fact that Manhattan's biggest residential names are largely joined under parent companies—Terra Holdings owns Brown Harris Stevens and Halstead Property in addition to other firms, while NRT owns Corcoran, Coldwell Banker, Sotheby's and Citi Habitats.

He said he is proud that one "can unequivocally say that Century 21 is the largest residential brokerage in the world."

Lewis also joined Century 21 recently from Manhattan Apartments, where he was managing director in rentals. He made the move a few months ago.

Tepper started his career as an agent at Manhattan Apartments in 2001, and became executive vice president and director of sales in 2005. Tepper believed that although his title will remain nominally the same, having multiple offices and a larger base of agents would mean more responsibility in his new position at C21. Simon and Century 21 NY Metro's board of directors have the exclusive rights to the Century 21 franchise in Manhattan. They currently have at least 100 agents in their main office at 575 Madison Avenue, as well as an uptown location in Harlem, and plans for additional locations