



## Jordan Tepper Century 21 NY Metro

### *How long have you been in the business?*

About a decade all together. Five years as an agent and four plus years as Sales Director.

### *What made you decide to get into real estate?*

What was attractive to me was the many diverse aspects to the business, including the creative side of marketing, the interactions with professionals from various fields of influences, and being at the center of the transaction.

### *Who inspires you?*

The people that try to make it difficult to succeed. Of course, I look up to successful veteran brokers and developers, but it's the people that try to stand in my way that inspire me to succeed even more.

### *What pushes you to the next level?*

The fear of NOT succeeding and the unwillingness to accept mediocrity.

### *What is the hottest deal you have made to date?*

I once sold a penthouse that was flipped at closing and rented it the next day. I brokered all three transactions, simultaneously.

### *What is your secret weapon for sealing a deal?*

Well, if I get too specific I might lose some competitive edge...Just kidding! It has to do with conveying the appropriate urgency to the parties at just the right time in the transaction. A good broker can always point out the urgency and the reasons to move forward expeditiously, as they are most often truly built in to the deal.

### *What is the hottest area for deals right now?*

New construction in general has remained very hot and accounts for more than 15% of our deals right now. With that said, the Financial District is quite hot, as there is more aggressive pricing on a dollar per square foot basis. The area is also increasing in popularity as big name architects and developers are luring residential buyers.

### *What's the best season for deals?*

The Spring. As the weather warms, so does the residential market in New York City.

### *If you had to live/work in any other city than New York, what would it be?*

Probably Miami. Although the market has taken quite a beating lately, I believe that demand will eventually catch back up with supply, as I've read that South Florida is expected to become the 3rd most popular place to live in the US in the next 10 years or so. I don't think I would mind the palm trees and the beach too much either.

### *What's the best piece of advice you would give to someone starting the business?*

Follow up and never forget a potential client! Be persistent and kill them with kindness. The relationships that you acquire, build, and nurture are your greatest commodity. A great broker has a significant sphere of influence and a client list that goes on for days.