



2017 Year in Review: Sanford Herrick, Case Real Estate Capital, LLC

December 19, 2017 - Spotlights

Name & Title: Sanford Herrick, Founder and Managing Principal

Company Name: Case Real Estate Capital, LLC

Address: 336 West Passaic Street, Third Floor, Rochelle Park, NJ 07662

Who or what contributed to your success in 2017 and why?

A cohesive, experienced team that meshes well and brings a high level of professionalism to the business. Chris Mavros and I have worked together for nearly 24 years. I trust his insights and knowledge deeply. Jon Leifer's real estate investment experience shows in his thorough due diligence and investment proposals. Our admin, Kathie Ventura, keeps the office running properly so we can all focus on transactions and she and Chris are responsible for seamless investor relations. Aysha Cox had worked elsewhere with Chris and as a self-starter, has made a positive impact in a short period of time.

What trends will impact your business in 2018?

Although the markets have been strong for a number of years thanks to rising property values and strong investor activity, I'm concerned about the continued vitality of the investment market, both regionally and nationwide. This is partly due to increased competition from less experienced firms that have been pushing real estate deals that don't make good financial sense. The markets are getting overbought, investors are overpaying. I don't foresee good outcomes from these deals and in my opinion, this endemic problem will eventually lead to the end of what has been a good run for real estate investment.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540