



2018 Ones to Watch: Holley Drakeford, Founder / President at Drakeford Realty Group

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Name: Holley Drakeford

Title: Founder/President

Company: Drakeford Realty Group

Address: 1974 Madison Avenue, NY NY 10035

Year that you entered your current field? 2008

How did you get your start in your current field?

I started in the real estate industry after several decades in the computer business. I began in residential real estate and realized quickly my skill set was more geared to commercial real estate. I began my commercial real estate career with the Giscombe Realty Group, which is mainly a Northern Manhattan brokerage, in 2009 founded by Eugene Giscombe.

How do you contribute to the future of your industry?

By being a specialist in the Northern Manhattan commercial real estate sector and relating the changing market to other real estate professionals at REBNY committee meetings. I also advise other professionals in the New York Metropolitan area of the future of CRE.

Where do you see yourself in 5 years?

I will keep active in the Northern Manhattan region running my brokerage/real estate advisement firm and become an independently financed philanthropist.

How do you manage the work/life balance?

Take one day at a time and put priorities on my activities with the goal of completing all on time.

Who or what do you attribute to your success?

Eugene Giscombe, the founder of Giscombe Realty Group, gave me the wealth of his 40 plus years in the commercial real estate market as well as a plan to be successful by getting involved with various industry organizations such as REBNY.

How do you motivate or inspire your colleagues?

I advise colleagues who are entering the commercial real estate profession on how to plan a career in the industry. Seasoned professionals are more interested in the changes in the market and contact me regularly for advice on what the market looks like in Harlem and Northern Manhattan.

What are your professional goals for 2018?

I am going to complete more building sales than retail or office leasing.

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