



2018 Ones to Watch: Bryan Geffen, Broker at Meridian Capital Group

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Name: Bryan Geffen

Title: Broker

Company: Meridian Capital Group

Address: 400 East 71st Street, New York, NY 10021

Year that you entered your current field? 2014

How did you get your start in your current field?

My start in real estate was very unique; I had been working in finance for five years but always had a passion for real estate. I was introduced to Brian Flax, the head of Meridian's broker training and recruiting, in 2015 just as he was filling the new associate program. From the moment I met Brian and heard him describe both Meridian as a company and the role, I knew the job would be a perfect fit for me. I went through several rounds of interviews, and the rest is history.

Who or what do you attribute to your success?

I attribute my success to my family and to my competitive nature. I'm fortunate enough to have an incredible support system in my family; they have always believed in me and gave me the confidence needed to succeed in this industry. Additionally, I have always been extremely competitive. This trait has contributed to my success and translates well because I fight to win every deal and deliver the best for my clients.

What are your professional goals for 2018?

My goal each and every year is to continue to build on past successes and expand my capabilities and knowledge base. In this business, if you don't stay ahead of the curve, it's very difficult to succeed.

How do you manage the work/life balance?

I believe managing your work / life balance is an essential part of being successful. Because I love what I do, it's sometimes difficult to separate the two, but I try to accomplish this by spending time with friends and family. During the work week I participate in a few basketball leagues, which is another passion of mine and has been a great outlet. Most recently, it's been spending time with my wife and preparing for our first child coming this May!

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