



2019 Ones to Watch: Adam Kaufman, ArborCrowd

April 16, 2019 - Spotlights

Name: Adam Kaufman

Title: Co-Founder & Managing Director

Company Name: ArborCrowd

Year that you entered your current field? 2016

List up to three CRE organizations that you are currently a member of: Forbes Real Estate Council

What advice can you offer to someone who is interested in a career in your industry?

I would advise those looking to become successful in the nascent real estate crowdfunding industry to remember that real estate should remain the core focus in growing their platform – technology is the facilitator. Develop a strong knowledge of real estate investing, as this is how you can ensure to make the best decisions for your investors and position yourself for success. Enter every investment and interaction with the utmost responsibility and transparency. To elevate our industry and ensure its viability, we must unite to advocate for these critical causes.

If you have a mentor, who is it and how have they influenced your personal & professional growth?

My greatest mentor would undoubtedly be my father, Ivan Kaufman. ArborCrowd is a member of The Arbor Family of Cos., which he founded in 1983. Since I was three, I would spend Sundays playing underneath my father's office desk while he worked to build his business. I learned to be resourceful and creative in my thinking, and it was a catalyst for my future interest in real estate, leading me to where I am today. His tenacity, ingenuity and work ethic set the stage for the career path I would forge.

What do you consider to be your greatest professional accomplishment in the past 12 months?

In July 2018, we announced the first of our deals to complete its full investment cycle, which took just 15 months – well under the projected hold period of 2 to 3 years. That transaction, the Southern States Multifamily Portfolio, generated an internal rate of return of more than 29% for investors and far exceeded the targeted 17% to 20% IRR. The outsized success of this investment was a clear validation of our unique model and rigorous underwriting process we employ on every transaction, and it positions us for continued growth.

How have your life experiences impacted who you are professionally?

My youth was inextricably tied to real estate, and the business permeates my DNA. My childhood experiences observing my father's achievements fostered my ongoing curiosity about the industry and planted the seed for my eventual career. When the JOBS Act of 2012 eliminated restrictions on general solicitation for commercial real estate, I recognized the unique opportunity to shape a new fold in both the industry and The Arbor Family of Companies. My early experiences with real estate combined with prior work experience in marketing helped provide me with the knowledge, determination and creativity necessary to flourish in a competitive field.

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