



Keller Williams NYC hires Azarian as CEO

July 08, 2011 - Spotlights

Keller Williams New York City, a full-service Manhattan-based residential real estate agency, has appointed Adina Azarian as its CEO. In this role, Azarian will be responsible for leading the

company according to the vision of chairman Ilan Bracha. Azarian's main responsibilities will be to attract new sales associates into the firm and retain them through education and inspiration. Azarian will act as a teacher, trainer, and a coach who provides inspiration and support to the company's 60+ associates.

"I specifically targeted Adina because of her entrepreneurial spirit and leadership skills. When I met Adina nearly 15 years ago she was my mentor. I owe part of my success to her expert training and guidance so I know firsthand what she can do for Keller Williams' growth," said Ilan Bracha, chairman, KWNYC. "I am thrilled to reunite with Adina and work together to grow KWNYC into a dominating force in New York City real estate."

Azarian started as a young rental associate in the early 90's at Dwelling Quest, a firm that no longer exists but was very prominent at the time. She quickly realized that she wanted to not only be an associate, but more so, to run her own firm and become an industry leader. It was this thirst for entrepreneurship that led her to open Adina Equities, first as an independent broker in 2001 then incorporating in 2002. Over the years, Azarian was the firm's president and managed all agents and transactions while handling her own advertising, branding and marketing. Today, it is apparent that not only does Azarian have the prowess to manage and recruit dedicated associates, but furthermore, her relationship building skills and hard work ethic are evidenced by her ability to acquire and maintain decade-long exclusive relationships with landlords. To date, Adina Equities is the exclusive broker for over 1,500 units in buildings located all over New York City.

"For years, firms tried to recruit me but I resisted because they would always insist that Adina Equities dissolve and fold under their corporate brand. I worked too hard on my own branding to watch it disappear overnight. When I was approached by KWNYC, that all changed because they have a unique business model which empowers associates and boutique brokerages by encouraging individual branding. I would keep

asking, 'So my website can stay up?', 'My team can keep their business cards with my logo?' and so on. The answer was always, 'Yes', and more than that, I'm encouraged to hire more people under me," said Azarian.

Within KWNYC, Azarian is part of a network of nearly 80,000 associates that support each other with referrals. These associates are also able to take advantage of training and coaching at all levels that have been proven to build wealth. The executive team, and every associate and employee of the firm have the ability to become shareholders.

"I was intrigued and stayed up all night watching videos and reading about the company, its leaders, and its philosophy. That cinched my decision to join. I am truly excited to be a part of this one-of-a-kind camaraderie," said Azarian.

Keller Williams New York City is the New York City division of Keller Williams Realty, Inc, which was founded in 1983 and is the second-largest real estate franchise operation in the United States, with over 700 offices and nearly 80,000 associates in the United States and Canada.

Under the direction of Ilan Bracha, its team of top real estate associates combine their expertise of the New York City real estate market with Keller Williams' proven strategies for buying and selling real estate and presenting lucrative and lasting investment opportunities. Keller Williams is a results-driven company with a referral/repeat business that makes up 60% of their overall production.

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