



Keith Lefkof 2011

October 24, 2011 - Long Island

Name: Keith Lefkof

Title: President

Company: Net Lease IQ, Inc.

Location: NYC Metro

Birthplace: Queens, N.Y.

College: Florida International University

First job outside of real estate: Pines Resort, Catskills, N.Y.

First job in real estate or allied field: Leasing advisor, Norman Bobrow & Co.

What do you do now and what are you planning for the future? Net Lease IQ, specializes in acquisitions of net leased and income-producing real estate properties throughout USA and India. In the future, expand throughout India and hire more international brokers.

Hobbies: Training for a triathlon, volunteering, travel

Favorite book: "Sun Tzu and the Art of Business," shows how Sun Tzu's strategic principles can be successfully applied to modern business situations.

Favorite movie: "The Firm"

Person you admire most (outside of family): Michael Bloomberg

Keys to success: Hard work, be truthful, networking and do and dare - there should never be a time in your life when you are not attempting something impossible. It is the impossible that stretches you and shows you what you can become.

If you had to choose another vocation what would it be? General manager - Mets

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