



Professional Profile: Stephen Santoro, 2014

March 24, 2014 - New York City

Name: Stephen Santoro

Title: Principal

Company: Cresa New York

Location: New York, N.Y.

Birthplace: Bronxville, N.Y.

Education: B.S. in Marketing and Management from Fordham University; MBA from Iona College, Hagan School of Business

First job outside of real estate: After I graduated, I was working at Xerox as a sales associate for a short period of time, which many viewed as a solid dream job. A guy I played ball with kept telling me to get into the real estate brokerage services, so I decided to make a switch - even against the advice of my father - and it was history from there.

First job in real estate or allied field: The Peregrine White Company

What do you do now and what are you planning for the future? I recently became a principal at Cresa New York. Mark Jaccom brought me in to the firm about a year and half ago. When he became managing principal, he hired me to help build up business for the company, which I'll continue doing into the future, in addition to serving as a broker for tenants.

How do you unwind from a busy day in real estate? Gym, golfing when I have the time (and when the weather permits) and hanging out with my family.

Favorite book or author: "Prince of Tides" by Pat Conroy

Favorite movie: "Field of Dreams"

Last song you downloaded? The last CD I downloaded was Miles Davis, "Kind of Blue"

One word to describe your work environment: Collaborative

Rules to live by in business: I've been in the industry for 30 years and am a firm believer that a good reputation comes from treating people the way you'd want to be treated. That includes putting in the extra effort to learn what will achieve success for our clients' businesses, as much as our own. I like to try and help people when I can too and often put the relationship-building aspect of business at the forefront. I also trust in the concept of balanceâ€”what you put out there will come around and go around, good and bad.

If you could invite one person to dinner (living or dead) who would it be and where would you go? Frank Sinatra. Patsy's.

What is your dream job? First baseman for the Yankees

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