



Executive of the Month: Roth, owner and co-managing partner of Friedman-Roth Realty Services: Celebrating 40 years of success; Meeting the ever-greater complexities of today's commercial real estate environment

September 22, 2014 - Front Section

As owner and co-managing partner of Friedman-Roth Realty Services, Eric Roth has much to be happy about. Celebrating Friedman-Roth's 40th Anniversary, Eric leads one of New York City's oldest and most respected commercial real estate brokerage firms. Now being honored as NYREJ Executive of the Month, Eric is proud to have overseen the growth of the organization into the full-service commercial real estate company and that it is today.

The Early Days

Founded in 1974 by his father, Selwyn Roth, Eric remembers the early days of the firm when brokers canvassed for buildings the old-fashioned way - by rotary phone. "Other than word of mouth, the sole source for leads was a bound owner's book with names, addresses and telephone numbers. Without the benefit of today's Internet technology, providing full-service operations for clients was a much more difficult process. We made copies of listings via a mimeograph machine and I moonlighted as a personal messenger for my father by delivering listings to his clients. Our dedication was second-to-none," said Eric.

That dedication continues at Friedman-Roth, which has grown along with the demands of an ever-changing New York real estate market. Eric, along with his co-managing partners George Niblock and Joel Radmin, have repositioned the firm to become a full-service commercial real estate company that covers a scope of services virtually unheard of in the organization's early years.

A Winning Team

The current Friedman-Roth organization can trace its beginnings back to 1994, when Eric met partner George Niblock during a NY Rangers hockey play-off game. After three years of trying to convince Niblock to join his team, Eric finally convinced George to join his real estate brokerage business. "Clearly, getting George into this business was the best deal that I ever brokered," said Eric. Niblock now oversees Friedman-Roth's day-to-day operations and has become one of N.Y.C.'s most widely respected and top brokers.

As the firm continued to expand, Radmin, the third partner to join the company, brings to Friedman-Roth over 30 years of expertise in real estate brokerage, financing and property management.

"Our growth," said Eric, "can be attributed to the experience and knowledge of George and Joel. The company is successful as we work together as a team and all have different responsibilities and strengths."

"Along with the services of 24 additional associate brokers, salespersons, building managers, rental agents and assistants, my partners have been integral to the growth of our company and to our

firm's continued success in the future."

The Full-Service Approach

In combining the talents of all three partners, Friedman-Roth has grown into the full-service commercial real estate firm that it is now.

"Together with our sister company, Brick Realty Capital, we can meet the ever-greater complexities of today's commercial real estate environment," said Eric. "With investment sales, commercial loan origination and property management, Friedman-Roth has grown into a 'one-stop solution' to help meet the needs and goals of our clients."

This diversification of services has paid off. To date, Friedman-Roth Realty has brokered the sale of billions of dollars in property sales in Manhattan, Brooklyn, Queens and the Bronx. Through the firm's affiliate Brick Realty Capital, the real estate funding source which Eric runs on a day-to-day basis, the firm has privately funded near \$100 million worth of bridge loan originations and non-performing debt purchases.

Further, Roth's property management capabilities have also helped dozens of owners maximize the return on their commercial assets by utilizing his expertise for third party management, advisory services and strategic partnerships.

"Over the past 40 years, the growth of Friedman-Roth is a direct reflection of having our finger on the pulse of the changes in the N.Y.C. commercial real estate market while also listening to the needs of our clients," said Eric. "This flexibility has helped us stay not just relevant in the commercial real estate industry but become and remain one of the top players in the N.Y.C. market today."

An Optimistic Outlook

In growing with the changing times of the New York commercial real estate industry, Eric has shown that being flexible and possessing a full set of tools for his clients is a key and committed value of the firm. With a breadth of services including investment sales, commercial loan origination and property management, Friedman-Roth and Brick Realty Capital have positioned themselves to be prepared for the challenges of their clients now and well into the future.

For Eric, while things may have changed since the early days at the company, the fundamentals of what is important to him are clear, "I have been blessed by having great partners in this business, my father, George, and now Joel. My dad is very proud of me - it is an honor to be able to carry on his legacy."

Eric also has one more reason to celebrate. "My wife recently gave birth to our son, perhaps the legacy will continue to the next generation. I am looking forward to the next 40 years ahead."

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