



## **Joe Berko President Berko & Associates**

June 23, 2008 - Spotlights

Name: Joe Berko

Title: President

Company: Berko & Associates

Location: 501 Fifth Ave., New York, NY 10017

Birthplace and year: Tel Aviv, Israel, 1972

Family: Wife, Liat and son, Max

College: Baruch College, degree in Real Estate and Metropolitan Development

First job outside of real estate: Bar owner

First job in real estate or allied field: Commercial real estate finance

What do you do now and what are you planning for the future? Berko & Associates asset advisory group is dedicated to providing our clients with strategic solutions in identifying investment opportunities, portfolio planning, debt and equity structuring and the resale of property holdings. We provide detailed recommendations, helping our clients turn analysis into action. In the past three years the firm had tripled in size and sales volume. We plan to maintain this growth and to capture a broader market share.

Hobbies: Tennis, surfing and playing with my son, Max

Favorite book: "The Art of War" by Sun Tzu

Favorite movie: "Lord of the Ring"

Persons you admire most (outside of family): Abraham Lincoln, Yitzhak Rabin, Tom Pain

Keys to success: Maintain positive thinking. Surround yourself with loyal and talented associates. Never ever give up!

If you had to choose another vocation what would it be? I am just having too much fun. I don't see myself going into a different field any time soon.

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