



## 2017 Year in Review: John Falco, Falco Real Estate Partners

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Name & Title: John Falco, President

Company Name: Falco Real Estate Partners

Address: 69-64 Grand Avenue, 2nd Fl Maspeth, NY 11378

What was your most notable project, deal, transaction or professional achievement in 2017?

I enjoyed handling the sale of 92-16 35th Ave. in Jackson Heights, Queens. The seller is a long time client of our company and we have represented him in multiple transactions over the years. This loyalty portrays the honesty and accountability our firm strives to achieve in every transaction.

What was the best decision you made in 2017 and why?

Invest more time disseminating information on social media.

Who or what contributed to your success in 2017 and why?

The Federal Reserve keeping the rates low was the biggest contribution to every broker's success in 2017.

What trends will impact your business in 2018?

A few trends will be 1) Tax Reform, 2) Will the new Federal Reserve President be a Hawk or a Dove and 3) Rapid advancement of technology in real estate. On a micro level, I believe the gap between seller's expectations and buyer's expectations will close; this will result in a higher volume of transactions.

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