



2018 Ones to Watch: Joseph Isa, Principal/Owner at Isa Realty Group, LLC

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Name: Joseph Isa

Title: Principal/Owner

Address: 20 West 20th Street, Suite 403, New York, NY 10011

Company: Isa Realty Group, LLC

Year that you entered your current field? 2003

How do you contribute to the future of your industry?

I believe that brokers are the most important part of any leasing or sales transaction. It is our hard work and determination that brings deals about in the first place. We must however evolve as the market is in upheaval at the moment.

What are your professional goals for 2018 ?

Our company now has 3 years under our belt and it is becoming increasingly clear that we need to bring on more brokers and staff in order to serve our clients. I am aware that this is a good thing and we are fortunate.

How do you motivate or inspire your colleagues?

I was taught to lead by example. I will never tell someone to do something that I am not willing to do myself.

How do you manage the work/life balance?

It is important to give your best to your clients and your peers however it is also important to respect your family time. Our clients understand this. Having a good family life is essential to having a good work life, and vice versa.