



## Year in Review 2018: Sam Berns, NorthMarq Capital

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Name & Title: Sam Berns, Senior Vice President Company Name: NorthMarq Capital

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What was your most notable project, deal, transaction or professional achievement in 2018?

I am fearful of heights and this year my office challenged me to rappel down Kodak's 21 story office building in Rochester's Central Business District. The fundraising event was successful and I was scared as heck! But I made it safely and am proud of this achievement and the funds we raised for Seneca Waterways Scouting.

What was the best decision that you made in 2018 and how did it impact your business?

The best decision made in our branch was promoting younger analysts into lending officer positions.

What market trend(s) will impact your industry in 2019?

Aside from interest rates, it will be interesting to watch the transformation occurring in retail and the impact on malls and shopping centers. In addition, multifamily markets will be interesting to track as the emphasis remains in financing affordable housing. On a more macro level, it will be interesting how the nation's budget deficit will affect our overall economy.

What was an unexpected event that occurred in 2018, and how did it impact your career or personal life?

I think that recognizing that it is time for me, and this company, to bring younger people into the marketing and sales roles within our organization. The enthusiasm of youth is an amazing phenomenon to watch. This aspect, along with their command of new technologies has made processing Commercial Real Estate Mortgages faster and more efficient.

Do you have any New Year's Resolution(s)?

Taking more time to take care of myself and being healthier.