



## 2019 Ones to Watch: Jed Dallek, Gettry Marcus

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Name: Jed Dallek

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Real Estate Organizations: CHIPS, ABLI, LIREG

What do you consider to be your greatest success in the past 12 months?

There have been many successes but the one that stands out is completely understanding the new tax law and how it affects all real estate owners, operators and developers. It was, and still is, a complex change to the tax law, especially for real estate owners. Changes were made at the last minute and regulations are still being issued to explain the IRS position. The initial challenge was to make sure our staff, including myself, understood the law, and were able to communicate the changes in plain language to our clients. Our clients were very grateful for our effort and the results.

Who or what do you attribute to your success?

I spent a few years in my accounting career working for American Express Tax and Business services, which was part of GSK. I was lucky enough to work with all the group heads of each American Express division and develop what was called a Blue Box council. This Blue Box council was responsible for cross-selling services among all divisions. This experience exposed me to driven leaders within American Express, including the CEO; Ken Chenault. I was able to transfer this unique experience to my future accounting careers. One aspect which is difficult to master is the ability to listen, hear and understand what the client wants!

What advice can you offer to someone who is getting started in your industry?

Students leaving school today have the technical and computer skills to advance in the accounting industry. They run circles around me with their computer knowledge. However, I would strongly suggest that a person starting out today should try to learn the skills that are not taught in school, such as the ability to write and compose a well-thought-out e-mail or letter. Too many students have their head buried in their cell phone with social media but have limited ability to communicate on a personal level either verbally or via the written word. Also new hires should not expect instant

gratification from work. If you work hard and work smart you will have a great and rewarding career.

What was your favorite thing to do when you were a kid?

I loved to play basketball with my friends as well as my teammates in high school in Brooklyn. I was exposed to many students who were not like me and taught me to have respect for all people. I also loved to play poker as I was able to develop an ability to read people and understand when a person was bluffing. I can't tell you how many times this has come into play during my entire career.

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