



2019 Ones to Watch: Jason Sobel, RIPCOCO Real Estate

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Name: Jason Sobel

Title: Real Estate Broker

Company Name: RIPCOCO Real Estate

Address: 100 Jericho Quadrangle #120, Jericho, NY 11753

Real estate organizations: ICSC (International Council of Shopping Centers)

If you have a mentor, who is it and how has this relationship influenced your professional growth?
After making this career change, I came in to RIPCOCO's Jericho office, where our Long Island brokers are headquartered, and was impressed by the team. This group of all-stars have all taken me under their wing and mentor me daily, helping expedite my learning curve dramatically: Joanne Argenti, Greg Batista, Robert Brennan, Dan Glazer, Jeffrey Howard, Jeremy Isaacs, Tom Rettaliata, Brian Schuster, and Doug Weinstein. Each team member has shared unique insights and expertise, and I recognize that I would not be experiencing so much success without their leadership and support.

How have your life experiences impacted who you are professionally?
As a former business owner, I experienced the challenges of operating and growing a business. These past experiences have allowed me to see through the eyes of my clients. I am excited each day for the opportunity to collaborate with clients and support the growth of their business across the tristate region.

Who or what do you attribute to your success?
I spent the first 25 years of my career owning and operating ten automotive facilities across the boroughs and Long Island, where I was born and raised. Owning both independent businesses and franchises allows me to uniquely support a wide range of businessowners. My understanding of the local markets, paired with my business experience, has led to a smooth career transition into commercial real estate. My unique vantage point allows me to apply business principles to create a competitive advantage for RIPCOCO and my clients, both landlords and tenants alike. None of this would be possible without the incredible support of my wife Ronni and amazing daughters Emily and Ava. My "three girls" motivate me to succeed each and every day.

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

I developed a strong passion for both fishing and football at a young age. My love for fishing has helped me develop patience, a quality I use every day as a broker. Conversely, football has taught me the importance of contributing to a team and the intense focus necessary to achieve difficult goals. I'm a lifelong Giants fan!

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