



## 2020 Ones to Watch: Shovkat Mamedov, RE/MAX 100

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Name: Shovkat Mamedov

Company: RE/MAX 100

Title: Broker/Owner

Education: Masters in Business Administration; London, England

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

There have been many deals that have been fantastic learning experiences and professional triumphs for me. These efforts put me in a position to open RE/MAX 100 and take on the Manhattan market. We are presently working on projects with Asian and Israeli clients who are investing over \$230 million in commercial buildings and hospitality real estate in Manhattan. The trust that these international clients have placed in me and my team shows they recognize our expertise and market knowledge. The RE/MAX Global Brand adds to this credibility and is instrumental in attracting clients and opening doors.

What led you to your current profession?

Real estate is a sector where I feel very comfortable. I am originally from Azerbaijan in the former Soviet Union. I came to the U.S. looking for opportunities and I knew that I had the instincts and skills needed to sell real estate. I began in the New York market in the boroughs and now I am established in Manhattan. Having an international background and speaking five languages, I knew I possessed what was needed to help people find properties and invest in real estate in the U.S. and especially in New York City.

How do you contribute to your community or your profession?

I see myself as a leader and mentor for the members of my team and also others within the real estate profession in New York. I regularly speak at real estate and business events where I share my industry knowledge and experience. I have spoken at REDNYC, REBNY and at other business and real estate organizations. As a woman business leader and owner, I believe it is critical to lead by example every day and support young women and men who are new to the real estate profession. They must be shown the importance of professionalism and always focus on ethics.

What do you like most about your job?

Working in real estate in New York City is fast-paced and being involved with large deals is exciting. I love the action and being part of major deals. The competition requires that I stay at the top of my game, especially when managing deals that range from a few million dollars to other more complex transactions that are in the tens of millions or higher. Teaching my team how to navigate the challenging NYC market is fulfilling. When I see a team member using what I have taught them to close a major deal, it gives me great satisfaction.

What can our political leaders do to increase equality in the workplace?

Real estate is a business sector where skills, talents and hard work pay off. However, there are challenges for women and minorities in the workplace. Laws that exist need to be enforced and new laws and rules need to be created to ensure a level playing field. We don't need more rules and regulations that will make the buying, selling, developing or financing of real estate transactions more difficult. Politicians need to create environments where businesses and entrepreneurs can thrive and build businesses. The economy is doing well; there is plenty of room for all of us to succeed.

Who or what inspires you?

As a RE/MAX professional, I look to the entrepreneurial example of Gail and Dave Linger, who founded the company. They are visionaries who changed the industry and connected real estate professionals from around the world. I am inspired by members of my team who work hard and are motivated. As an immigrant to this great country, I also watch others who come here, some with very little, and recognize that with hard work and determination that they too can succeed and achieve the American dream.

If your life were made into a movie, what actor would you want to portray you?

I would like to have Penelope Cruz portray me in my life story. She is a talented professional and also a beautiful actress who has played many interesting and inspiring roles. Her ability to adapt to characters is similar to what we have to do in different real estate scenarios. To be great at what you do, like Cruz as an actress, takes talent and hard work, which is also needed to succeed on the big real estate stage here in NYC.

What social media platform do you use the most professionally?

Social media has become so important in our sector. I personally use Instagram and have found it helpful in building my personal brand. Having the ability to show people what I am doing attracts attention. LinkedIn allows buyers—both those locally and internationally—to get to know who I am as a professional and real estate expert. They also want to see images of properties on social media and work with professionals who understand the market and the real estate business in New York City.