



2020 Ones to Watch: Elliot Horowitz, H Equities

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Name: Elliot Horowitz

Company: H Equities

Title: Managing Member

Education: BA Baruch College

How do you contribute to your community or your profession?

I have been a tuition assistance committee member for a Brooklyn Yeshivah for 21 years helping parents navigate the challenges of paying ever increasing private school costs. I also mentor young brokers who may need some career advice or have general real estate related questions.

What led you to your current profession?

Coming from being a day trader, I liked the idea of lending on and owning hard assets that have potential to appreciate while bringing current income streams and tax benefits.

What do you like most about your job?

The day-to-day pursuit of finding the next investment and the interaction I have with the brokerage community, my partners and investors. There is also a certain benefit to be able to work from mostly anywhere especially from home as we have all seen lately how important that can be.

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

There was not one single one. We have been fortunate enough to invest in many transactions, both debt and equity, and with the exception of a couple, most have been smooth and performing. We target the New York metro area, with some growing activity in New Jersey, Florida and Atlanta. Our debt sweet spot is \$2-10 million but we have closed less than \$2 million and more than \$10 million. We lend to borrowers who are repositioning assets or who otherwise have short term liquidity needs. For multifamily acquisitions we try to stay above \$10 - \$15 million depending on the location and asset quality and will consider smaller or larger transactions.

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