



2020 Ones to Watch: Lane Matalon, Meridian Investment Sales

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Name: Lane Matalon

Company: Meridian Investment Sales

Title: Associate

Education: Montclair State University

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

In my previous career in the residential market, a great day was working with five different clients on rental deals—obviously all small transactions. Then, in the short span of a few months, I joined Team Hess at Meridian, and have been an instrumental part of closing a \$9 million deal for a 49-unit rent stabilized building in Sunset Park during a global pandemic for one of the team’s most important clients. This is when I realized I had arrived at the elite level of commercial real estate and there is no limit to the success I can achieve in the industry.

What do you like most about your job?

When you are anticipating starting the day hitting the phones, it’s the excitement and suspense of getting out there, speaking to new clients, and telling them about the deals we are working on and our market share in Brooklyn commercial real estate. Then there is the payoff after you have a great conversation, establish a rapport with a potential new client, and get the gratification of hearing an owner say, “Ok, I will send you the rent roll. Let me know what you think my property is worth.” I feel like that is me adding another brick to the foundation of my success in the real estate industry.

What led you to your current profession?

I was a successful residential broker in the last iteration of my career. The network I nurtured and developed in that industry helped me realize my aspirations to make the jump to commercial real estate and to join one of the most successful teams in the industry, Meridian’s Team Hess. I realized I had the potential to work on bigger deals and believed in my own abilities to get to the top of the industry. This confidence led me to make the jump to the commercial side of the industry.

Who or what inspires you?

For my inspiration, I envision who and where I hope to be 10 years from now, and in 10 years, I’ll continue to look ahead and do the same. Every day, every week, every month and every year of my

life I'll always be looking 10 years down the road, chasing an ever-evolving dream. This pushes me to be more and more motivated and to stay hungry every day to close deals.

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