



Ben Normatov, Alpha Realty

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Name: Ben Normatov

Title: Director

Company Name: Alpha Realty

What was the most challenging part of working during the pandemic?

The most challenging part of working during the pandemic was maintaining a humane demeanor. During a time when literal death is a threat; shifting a landlord's focus onto anything business automatically discredits you as an inhumane, senseless individual. During the months of March, April, and May, cold-calling was seen as taboo. This made it extremely difficult to source new opportunities and each attempt felt like a bridge forever burned. Moreover, due to the major uncertainty in the market, buyers put all acquisitions on pause. In turn, even the several rare opportunities that were sourced during the pandemic weren't considered. This was an extremely humbling and eye-opening experience which reminded us all that before all else, we're simply human.

What was your greatest professional accomplishment in 2020?

My greatest professional accomplishment during 2020 was putting multiple deals into contract during a time of immense uncertainty. Pitching a vision of light at the end of the tunnel when it only seems to be getting darker is a difficult task. Moreover, most buyers put all acquisitions on pause so even getting a deal considered was a challenge on its own. Touring properties was close to impossible and at one point against the law. Tenants were scared for their lives and wouldn't allow access to their unit under any circumstance. All tours had to be transitioned into virtual tours; and business as we know it changed instantaneously. This is why putting multiple deals into contract during such a crazy time was the greatest professional accomplishment of mine in 2020.

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