



Moshe Pinsky, JNY Capital

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Name: Moshe Pinsky

Title: Vice President

Company Name: JNY Capital

What was your most notable project, deal, or transaction in 2020?

Navigating through COVID while dealing with lenders and finalizing the end of construction on a luxury residential project in Williamsburg is a continued accomplishment! We continue to find opportunities and have closed a handful of industrial deals outside of New York. It's been interesting the past couple of years and these difficult periods are great for personal growth and stamina. One of the best things that happened to me as a result, was that it made me a more resilient real estate professional.

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

The city lockdowns and construction site lockdowns which made project deadlines extremely challenging; dealing with the new realities of a pandemic stressed world and the changing real estate landscape. Also, being aware of not overleveraging and getting stuck with a project you cannot let out at completion as consumer priorities and lifestyle choices change. The way we view and use space has changed for the future of retail, residential location choices and working in an office environment.

What aspects of working from home did you enjoy most?

I never worked from home! My wife and children worked and studied on Zoom while I drove through silent streets to an empty office. One of the benefits of the shortened commute and reassessing my exercise routine—COVID sparked a cycling addiction. My day is not the same without a long bike ride. Riding has pushed me harder than anything ever has and I love the personal challenges of a steep climb outdoors enjoying the scenery. It has cemented new friendships and discussions over the latest cycle gear.