



Brian Katz, Katz & Associates

December 22, 2020 - Spotlights

Name: Brian Katz

Job Title: CEO

Company Name: Katz & Associates

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

Personally, I completed two Floor and Decor transactions totaling 155,000 s/f for market entry into Connecticut.

What are your predictions for commercial real estate in 2021?

I think we will see continued elimination of brands that have struggled in the years leading up to 2020. These closures were already on the horizon but have been accelerated by the pandemic. There are several categories and brands that are thriving and continuing to grow and I think we will see others start to tip the toe back in the water as well. I am generally optimistic that in-store shopping is here to stay and we will continue to see new and emerging brands and creative re-use that will shape the next 20 years.

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

Connectivity. We thrive on personal interaction both with our teammates internally, and with clients and long-time friends in the industry. Keeping connected required a tremendous amount of diligence. Internally we are fortunate to have a close-knit (across six offices) team that worked vigorously to be connected throughout this entire period, however, there were certainly days where distractions at home made it difficult to operate. I found that sharing these hard days with colleagues provided valuable mental support.

What aspects of working from home did you enjoy most?

The flexibility to start and stop the day to spend time with family, go for a run, or just think was liberating. Being back at the office since Labor Day, I've been able to incorporate some of this into my new routine and it has improved overall efficiency and productivity.

What was your greatest professional accomplishment in 2020?

We are a boutique, family first firm. Having the responsibility of making many hard decisions in an effort to maintain our day-to-day operations with all of the unknown was a challenge that far exceeds anything I have encountered in 20 years in this business. Our leadership group spent countless

hours planning and strategizing, and it is a testament our entire team that we have been able to continue to transact at a very high level during this very difficult period.

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