



2021 Ones to Watch: Peter Johnson, Avison Young

April 20, 2021 - Spotlights



Name: Peter Johnson

Title: Director

Company Name: Avison Young

Real estate associations or organizations that you are currently a member of: Avison Young Emerging Leaders, REBNY, Harlem Youth Lacrosse

What recent project, transaction or accomplishment are you most proud of?

My team, which includes Dom Perkaj and Brooks Hauf, was recently hired by owner/developer Metroloft to spearhead the leasing efforts for 56 North Moore – Tribeca's first true trophy office redevelopment. We've been tasked with marketing and leasing this 80,000 s/f build-to-suit offering, which will feature a 20,000 s/f glass box addition, unlimited amenity and green space, 13'+ ceiling heights and unrivaled flexibility and customization for one lucky tenant. We are all under 35, so winning an assignment of this stature and earning the trust of an institutional owner/developer like Metroloft serves as a testament to our team's tireless work ethic and unique approach. After 12 months of preparation and planning, our team is excited to be unveiling this one-of-a-kind asset to the market.

Who was/is your mentor and how did s/he influence/help you in your career?

My boss from my time at Merrill Lynch, Maria Colucci. Maria and our team were consistently ranked by Barron's and Forbes as a Top 100 Financial Advisory Team. After five years under her tutelage, I learned what client service truly meant. I saw first-hand, what it takes to earn the trust of a client. There are no shortcuts. We were responsible for managing and preserving the personal wealth of our clients and their families. The biggest takeaway from my time with Maria? Always be available to your client... and respond to any client prospect email within an hour of receipt. Clients come first, and your goal should be to exceed their expectations on a daily basis.

What led you to your current profession?

After working for seven years at the Private Bank for BOA, I came to the realization that I no longer had the same passion for finance as I once did. Enter Brandon Polakoff, now a principal in investment sales at AY and a close friend of mine, who suggested commercial real estate. He said that my analytical/sales background would give me a leg up in the industry. Over the next eight months, I networked and did my due diligence on the different service lines within CRE – speaking with anyone who would listen. After hundreds of hours on the phone and endless coffee chats with brokers, owners, developers, I found the right fit – as an office leasing broker at Avison Young.

Favorite quote:

“Continuous effort– not strength or intelligence – is the key to unlocking our potential.”

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