



2021 Ones to Watch: Asher Samberg, Eastern Union

April 20, 2021 - Spotlights

Name: Asher Samberg

Title: VP for Data and Technology within Eastern Union's QTS Banking and Capital Markets Division

Company Name: Eastern Union

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

Eastern Union recently named me to lead an exciting new initiative called "AskQTS." This resource gives our brokers a significant competitive advantage. The letters "QTS" stand for "quotes and term sheets." AskQTS helps our team zero in on banks offering the best quotes and terms for a particular asset. Leveraging the power of AI and machine learning, AskQTS technology enables us to identify banks that would be most likely to offer the best rates on commercial mortgages on local deals across the country. We can also project rates and terms that interested banks would be likely to offer. Better yet, as the technology takes in more and more data, AskQTS gets "smarter" and gets better at pinpointing suitable lenders and interest rates.

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

I have particularly benefited from the guidance of Marc Tropp, Barry Dollman and David Merkin in Eastern Union's Bethesda, MD office. Thanks to their mentorship, I gained a firm understanding of the world of commercial real estate finance. I then combined this industry training with my own long-time, personal interest in data and technology. I'm also very thankful to Ira Zlotowitz and Abe Bergman for helping me to advance within the organization. They encouraged me to find ways to tap the power of data to enable Eastern Union brokers to provide superior service to owners and investors seeking financing. That's been a key driver behind AskQTS, and my leadership of AskQTS is a direct reflection of their confidence in me.

Favorite quote:

"There are 24 hours in a day. You sleep six hours and have 18 hours left. Now, I know there are some of you out there that say well, wait a minute, I sleep eight hours or nine hours. Well then, just sleep faster." – Arnold Schwarzenegger

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