



2021 Ones to Watch: Justin Conway, Besen Partners

April 20, 2021 - Spotlights

Name: Justin Conway

Title: Senior Associate

Company Name: Besen Partners

Real estate associations or organizations that you are currently a member of:

New York Real Estate Investors Association, Young Real Estate Professionals of New York, Multifamily Mastery

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

The most recent transaction I am most proud of was 235 Pacific St. in the Boerum Hill section of Brooklyn. After 36-years of ownership, the property was vacant at closing providing numerous possibilities to add value and reposition the asset for a condo-conversion. In under one week of launching our marketing campaign, we had ten qualified offers and a competitive bidding process. The property was sold for \$2.5 million, which translated to \$625 per existing s/f.

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

My mother is my mentor. She escaped the war in Nicaragua and came to the U.S. not speaking one word of English. She graduated from medical school and became a doctor in the U.S. My mother influenced my career by teaching me to find my passion and give 100% effort in everything I do. My mother's story is living proof that nothing is impossible and your success all depends on how much effort you are willing to put in.

Favorite quote:

"The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small fire makes a small amount of heat." – Napoleon Hill

How do you keep your team motivated despite conflicts and obstacles?

Understand your why and break down your goals into manageable daily tasks. Sometimes it is not so much what or how that matters, but your why. Understanding the purpose behind what you are doing and being clear about what you are working for can give you the stimulus to stay on course. I also track daily metrics to ensure I am consistently working towards achieving my goals.