



## 2021 Ones to Watch: Bradley Rothschild, Avison Young

September 21, 2021 - Spotlights

Name: Bradley Rothschild

Title: Senior Associate

Company Name: Avison Young

Real estate associations or organizations that you are currently a member of: Young Real Estate Professionals (YREP); Founder of the Bentley University Real Estate Professional Network

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

I'm most proud of the \$61 million sale of the Upper East Side portfolio comprised of 12 multifamily buildings with 261 units and two retail spaces. This was an extremely complex sale in which we sold 100% of the shares in the corporations that own the 12-property portfolio which made this one of the most complicated listings that I've had the pleasure of being a part of.

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

I believe that communication is key. It is very important to keep everyone in the light and well informed on what is happening with the task at hand. This goes alongside listening. The quote, "It is not the genius at the top giving directions that makes people great. It is great people that make the guy at the top look like a genius," from Simon Sinek, "Leaders Eat Last: Why Some Teams Pull Together and Others Don't," helps explain the idea that if a leader is not listening to their team often, members feel lost or left behind. A leader is nothing without their team.

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

My mentor would have to be our leader of the Tri-State Investment Sales Group, James Nelson. I first met him when I was 16 on a Metro North train and ever since he has helped me push my career forward by always showing me the tricks of the trade and how to react in certain situations. To watch him handle dozens of tasks on a given day and still keep wanting to do more in the industry with his podcasts, books, website, etc., is truly inspiring. He has helped me countless times and taught me more than I could ever ask for.

How do you contribute to your community or your profession?

In my free time I volunteer at my local soup kitchen and with Breaking Ground. I also spend my time fostering a friendship with an autistic child through Friendship Circle which led me to run the NYC Marathon for Autism Speaks.

What did you want to be when you grew up?

When I was younger, I always thought I would be an architect. I loved spending my free time as a child using my hands and building anything imaginable with my toys. It wasn't until I was old enough to spend time in the city that I really got to see what New York was all about. I was amazed at how small I felt looking up at all the tall buildings, but realizing I was more capable than ever. Once my father started showing me the ropes of our family's full service general contracting and construction firm, I started seeing the world of construction and real estate which led me to where I am today. Real estate has been in my blood from a young age.

What led you to your current profession?

I was lucky enough to be able to get my feet wet my freshman summer of college. I was a mentee at CPEX Real Estate in Brooklyn focusing on the investment sales side of brokerage. That summer I was an analyst and broker's assistant learning the ins-and-outs of the business. Following that opportunity, I spent a summer at Norman Bobrow as a commercial leasing specialist surveying and previewing spaces for potential office leases. After graduating college, I was at Marcus & Millichap as an investment sales associate where I specialized in the underwriting and sales of multifamily and mixed-use assets in the Midtown and Upper markets of Manhattan. My most recent move was to Avison Young, joining the Tri-State Investment Sales group which I have been a part of for the past three years. I have certainly enjoyed being part of the growth of my team and look forward to what the future has in store.

Top three things on your bucket list:

1. Write a book
2. Go Skydiving
3. Climb Mt. Kilimanjaro

Favorite quote:

"Life itself is a race, marked by a start, and a finish. It is what we learn during the race, and how we apply it, that determines whether our participation has had particular value. If we learn from each success, and each failure, and improve ourselves through this process, then at the end, we have fulfilled our potential and performed well." -Ferdinand Porsche

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