



## **2021 Year in Review: Ron Koenigsberg, American Investment Properties**

December 28, 2021 - Spotlights



Name: Ron Koenigsberg

Job Title: President

Company Name: American Investment Properties

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2021?

Our greatest accomplishment of 2021 is our company's focus. Our first goal was to meet or exceed our annual commercial property sales numbers. Our second goal was to grow the company in a new space with 11 work stations for CRE advisors. Ultimately, we hired six new licensed salespeople, and a strong office professional who makes our operations process more efficient. We remained focused and exceeded our goals of income and growth.

What is the best advice you have received, and who was it from?

The best advice I have ever received was from my Dad. He said, "Have a positive mental attitude." I always keep a positive outlook and that carries over into the workspace here at American.

What was the biggest lesson you learned while working during the pandemic?

The biggest lesson that I learned while working during the pandemic is how quickly the market can change, and how companies in the industry need to adapt to the ever-changing effects of the pandemic. It is very important to adjust to the changes while ensuring business is successful, and simultaneously keeping all parties involved healthy and safe.

How has your working environment changed over the last year?

A handful of team members here at American Investment Properties work remotely throughout the week which has successfully increased company productivity. Over the last year, the pandemic has positively shaped the way in which we operate at American Investment Properties and has provided the opportunity to hire more in-office employees.

What are your predictions for your industry in 2022?

My prediction for the commercial real estate industry in 2022 is the continuous, drastic increase in online shopping which will ultimately create more retail vacancies. Retail owners will need to be savvier in filling or repurposing their properties with pandemic-proof and "e-commerce proof" tenants. For example, essential retail brands such as Walgreens or grocery stores will continue to be stable tenants and anchor tenants. However, mom and pop shops or establishments that receive the hardest impact from pandemic restrictions face uncertainty in 2022.

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