



## **Jennifer Djurkovic, Djurkovic Investment Properties**

May 24, 2022 - Spotlights



Name: Jennifer Djurkovic

Title: CEO/founder: Licensed Real Estate Broker

Company Name: Djurkovic Investment Properties

List 2-3 real estate associations or organizations that you are currently a member of:

REBNY

CHIP

What led you to your current profession?

I started my career at The Real Deal magazine. I was one of their top sales executives and coordinated some of their big events. That was where I started the real estate network that I have today. I was recruited by Bob Knakal who was the chairman of Massey Knakal Realty Services. I guess he saw something in me and said, "Do you want to read about the rich and powerful or do you want to live it? I was like, "Wow that's a great line, I'm working for you." I was an associate on his 14-person team that sold 142 properties in 2014 worth \$2.2 billion in aggregate consideration. I have to say, I learned much of the business from what many people considered the legend himself. I'm so grateful that I was a part of such a special family-style company that was #1 at the time and crushed investment sales in NYC.

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

I am Jennifer Djurkovic of Djurkovic Investment Properties, Inc. (DIP) and we have a unique property that is currently under contract. This listing was a real challenge since the property is a church that hasn't been on the market for over 100 years. DIP has never marketed a property whose main structure was a religious building such as a church. I worked closely with the owners of the church who welcomed every religious group that I brought them. It was heartwarming to witness how each religious group that I brought to the church group was welcomed with open arms. The sellers were so inviting and it was extremely interesting to see how different religious groups shared ideas. At one point I even had to excuse myself to the parish house since I was overcome with emotion. It was inspirational to know that we can all come together especially with the current divisive climate that has prevailed of late. This has been one of the highlights of my career.

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

My late father was my mentor. He taught me so much about business and life in general. There were so many memorable lessons about sales and how to negotiate at a very young age. I will never forget going to the car dealership with him. He wanted this certain make and model car that just came out. We went to several dealerships up and down the strips on Long Island. The salesman played hard ball but my father never showed his cards. He told one salesman, "Are you sure that's the best you can do, Sir?" The salesman said, "Yes, you won't find it a dollar less I guarantee it." My father proceeded to say, "Jennie lets get out of here, thank you for your time." As we head to the door my father even had his hand on the door knob and then the salesman screams

out, "Wait." My father looked me square in the eye and winked and did a click sound with a half smile. That was just one example as he taught me everything I needed to know about sales. In that one instant, there were countless tools utilized that I will never forget. In 1969, my father emigrated to the U.S. from Croatia. He worked his way up the ladder. He started as an elevator operator and lived in the Bronx on Gun Hill Road. His brothers were superintendents. Their Bronx landlord saw something in them, and gave them a shot. At that time it was a very distressed period in NY real estate. They pooled their money and limited resources together and bought buildings in undesirable areas for what was a bargain then. I would have to say there were many examples that taught me about seizing an opportunity, understanding real estate cycles, and how you can overcome limited income if you know what you can do with it.

How do you contribute to your community or your profession?

I love bringing investment into areas of need. I canvas areas that are emerging and that conventional investors won't touch and run away from. Finding niches in areas that have a shortage in housing can create unique challenges. That's an opportunity in my eyes. Having the forethought and imagination to envision what can be is extremely rewarding. The transformation of these neighborhoods has been wonderful for so many communities. I mean everyone thought Williamsburg was a dump and look at it now. It's so hot you can't even touch it; you need a glove. I love to work in these types of opportunity zones and working with many community redevelopment agencies. I introduce these options to developers and many bring new projects to incorporate it in a way so that people who work there can live there as well.

Top three things on your bucket list:

Building a charity that sends girls from the villages of the former Yugoslavia to college in the U.S.; touring Egypt and the pyramids; and swimming with dolphins and Marine life, deep Ocean diving.

Favorite quote:

"The best revenge is massive success" –Frank Sinatra

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