



Ones to Watch Fall 2022: Jay Bernstein, Besen Partners

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Jay Bernstein
Associate Director

What recent project, transaction or accomplishment are you most proud of? I'm most proud of facilitating the sale of 54-56 East Broadway for \$7.23 million. The property had two Lis-Pendens, over 100 violations, multiple squatters, and arrears. After multiple inspections through the city agencies and dozens of setbacks along the way, we were able to successfully close the sale.

Tell us about a mentor or role model that has influenced your career choices? I chose commercial real estate brokerage because I'm inherently competitive and don't like to lose. My grandfather was a major competitor that had a winner's mindset, so observing his lifestyle influenced my choices.

What 3 skills do you consider the most important to be successful in your industry? Three skills I consider to be the most important in our industry are resilience, motivation, and tenacity.

What is one lesson that you had to learn the hard way? One lesson I learned the hard way is that people do not stand behind what they say. Actions are louder than words.

What do you enjoy doing when you are not working? When I'm not working, I enjoy trying new restaurants in the city and traveling.