



Ones to Watch Fall 2022: Jeff Ehrlich, Olive Tree Holdings

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Jeff Ehrlich
Vice President

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

2021 was the fastest rent growth that the US has seen. It spurred us to gut and rebuild our forecasting models for market rental growth. Our models were flashing warning signs in early 2022, so we sidestepped and purposefully slowed our acquisitions, avoiding a number of pitfalls for our investors.

What 3 skills do you consider the most important to be successful in your industry?

Positivity, persistence and creativity. We look at hundreds of opportunities to find one deal. Being told no 99 times can be very discouraging if you do not have the right attitude. Seeing value where others may not and creating novel sourcing strategies is paramount to success.

What is one lesson that you had to learn the hard way?

Giving no news can be worse than giving bad news. This is a transaction industry and ultimately information is the lifeblood of its participants. Deals can die for any number of reasons, and some failure is expected. Transparency is key to developing these relationships and making it happen.