



## **Ones to Watch Fall 2022: Levi Kushnir, Stable Holdings**

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Levi Kushnir  
President

## Stable Holdings

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

I successfully bought, renovated and fully rented a mixed-use property out here in Long Island.

Tell us about a mentor or role model that has influenced your career choices?

The owner of the first company I worked at had a tremendous impact on my career decisions. He was very tough and aggressive and that is what I learned I had to be to succeed in this industry.

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

Sales/negotiations; dealing with sellers, brokers and buyers to get the price you want when selling and/or buying a property.

Excel; there is nothing like a spreadsheet to simplify things and especially if you're trying to pitch a deal or investment. The numbers are at your fingertips.

Marketing; if you market and brand yourself properly, people learn to trust you when finding properties; it's about giving yourself the right name in the industry. If you want to find deals or have deals come to you, you have to put your name out there. If you want to be involved in the buying and selling of properties, you need to have your marketing down pat.

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

Don't count your chickens before they're hatched. I once spent money on a certain closing, rented a larger office, ran a large marketing campaign and hired several employees; I didn't see the deal through. The next week, I got a call from a client saying an issue came up and the deal fell through. I later learned in this business to be frugal.

What do you enjoy doing when you are not working?

I'm a big barbecue guy. I love grilling and smoking meats. I enjoy cooking outdoors.