



## **Ones to Watch Fall 2022: David Menaged, TROT**

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David Menaged  
CEO and Founder

## TROT

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

I'm most proud of founding TROT, a new flex space marketplace, in 2020. The proliferation of short-term rentals has been the most significant market shift in my 30-year real estate career. Owners, brokers, and tenants are underserved, and the platform reimaged how these parties search for, view, and rent space.

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

My father grew up in a single-parent home in a tightly knit community in the mid-40s, persevered through difficult times, built a family with my mom (his wife of 60 years), and founded a successful worldwide business. His consistency, grit, and work ethic showed me that anything is possible.

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

The three most important things that will make you successful in any industry are patience, persistence, and belief in oneself.

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

There is no price tag that can be put on starting at the bottom and working your way up. Nothing is harder than the "one brick at a time" approach, yet nothing is as gratifying either.

What do you enjoy doing when you are not working?

I enjoy spending time with my family, smoking cigars, and enjoying good times with friends.

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