



## **2022 Year in Review: Ira Zlotowitz, GPARENCY**

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Ira Zlotowitz  
Founder and CEO

## GPARENCY

How has your career path changed in 2022? In November 2021, I went from being a conventional, old school commercial mortgage broker to the founder of a subscriber-based, national proptech platform, currently featuring 30,000 property listings worth approximately \$50 billion in sales. In one year, we've achieved a one-stop digital shop for finding and financing CRE transactions.

What emerging trends will drive investment and development in 2023? People in the real estate industry will increasingly incorporate technology and AI, including Chat GPT, into their business models. It will level the playing field because investment will be based on how much capital, creativity, and risk tolerance is needed. It's the difference between investment gambles and investor knowledge.

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