



Gebroe-Hammer Associates names Gehler to vice president

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Philadelphia, PA Gebroe-Hammer Associates, the nationally ranked multifamily-focused investment sales brokerage firm, has named Joseph Gehler to the role of vice president and is the newest member of its management team, according to Ken Uranowitz, president. Gehler joined the firm six years ago as a broker trainee, and is an integral member of Gebroe-Hammer's Greater Philadelphia MSA/South Jersey Metro market team.

Gehler has risen through the firm while focusing on suburban-Philadelphia's northern counties of Delaware, Montgomery and Bucks. In addition, he also represents client interests in Philadelphia proper, across South Jersey and throughout Central and Northern New Jersey.

"An uptick 'easy-money' cycle can skew a brand-new salesperson's perception of what a real estate broker will actually experience in the long term, not having yet lived through the reality of economic cycles," said Uranowitz.

"However, once the pandemic hit and the industry was basically in suspended animation, Joe kept a laser focus on the big picture, patiently followed advice and guidance from his mentors and, as a result, his star began to rise very quickly," added Uranowitz. "He has natural instincts for the business and a very engaging personality, which gets him into quite a few doors."

Uranowitz also noted that in the past few years, especially during the rate-hike bumps starting in the middle of last year, Gehler "kept the glue together on several deals where Gebroe-Hammer's competitors would have waved – and did wave – the white flag due to buyer, seller and lender hesitations and uncertainty," he said. "At the ripe 'old age' of 32, he has deservedly earned the respect of investors, owners, attorneys and other industry-related professionals. We congratulate Joe on this much-deserved promotion."

In 2022 alone, Gehler was a key contributor toward the firm's overall annual multifamily-focused sales of \$1.47+ billion. For the year, the Philadelphia MSA team recorded \$732+ million in sales spanning 25 deals and 3,929 units – of which 17 deals / 1,170 units with an aggregate value of \$214+ million were spearheaded by Gehler, as either the sole broker or part of the market team.

Notable transactions included the trade of a 240+ unit garden-apartment community in Bucks County, PA.; the sale of a two-property collection of 122 units known as the Awbury-Stenton Portfolio in East Mt. Airy; and the 125+ unit sale of a Cumberland County, NJ garden-apartment portfolio. Gehler also had prominent sales in Monmouth County, NJ and Pennsylvania's Lehigh

Valley.

“From day one as a novice, I was able to both listen to and learn from the best in the business, participate in the sales lifecycle and experience Gebroe-Hammer’s core values of integrity, persistence and patience,” said Gehler, who earned the firm’s Salesperson of the Year honor in 2019 after just three years in the business.

“All of my accomplishments – from the smallest wins to the multi-million-dollar transactions – are directly tied to Gebroe-Hammer’s training structure, which does not include sitting behind a desk gathering market information for other brokers in the field,” he added. “I have entrenched myself in the submarkets in which I specialize and cultivated what have proven to be long-term client relationships that will continue to grow and expand throughout what I expect to be a long, exciting and storied career.”

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