



**2023 Ones to Watch Rising Stars: Evguenia Yerukhimovich,  
GPARENCY**

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Evguenia Yerukhimovich  
Product Manager

## GPARENCY

Number of years at firm: 1

One thing on my bucket list: I would love to make the commercial real estate industry more accessible for small and beginner investors. Historically, this industry has been a realm of the privileged few who possessed the 'sacred' knowledge that was quietly passed generation to generation. It was and still is extremely hard for a person who is not a part of this private circle to invest in commercial real estate. Unless you have a strong established network, getting a solid deal is close to impossible. I've recently left a career at a large corporation to join GPARENCY - a startup that shares my aspirations. Using technology and big data, we are working on breaking the artificial barriers to entry into commercial real estate. Our value proposition is in giving interested parties equal access to all the relevant information that allows small investors to compete in the market with the same confidence as well-established real estate tycoons. I cannot wait to see for this new model to become an industry-wide standard, where everyone gets an equal starting point in building a profitable and sustainable real estate portfolio.

When I am not working, I am: Taking care of my family, going to the gym and learning new things, from playing music to new languages. I am also a huge audiobooks and podcasts junky. I especially love listening to biographies of historical and modern entrepreneurs. My two favorite podcasts on these topics are 'No limits' with Rebecca Jarvis and 'Founders' by David Senra. Their stories inspire and empower me.

What recent project, transaction or accomplishment are you most proud of? My team had recently released a brand-new application - GPARENCY CRE Marketplace, which effectively is a huge data and communications hub for real estate industry players. This application offers its users a wealth of valuable real estate data like listings, comparables, tax assessments, rates etc. in a user-friendly map-driven format. In addition, the application allows real estate investors to easily search for commercial lenders that meet their unique financing needs and directly connect with them. And this is just the first step! We closely monitor feedback of our growing customer base and add new features monthly.

What makes this nominee a RISING STAR?

"Evguenia is instrumental in bringing to life our founder Ira Zlotowitz's vision for a revolution to the commercial real estate industry. Her unique perspective and expertise enables her to create an organized and practical solution that is helping transform the industry." - Shlomo Zaks, Director of Marketing at GPARENCY

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