



**2023 Ones to Watch Industry Leaders: Ira Zlotowitz,  
GPARENCY**

June 27, 2023 - Spotlights



Ira Zlotowitz  
CEO

## GPARENCY

Number of years in CURRENT position: 1.5

3 skills that you use every day in your position: Mentorship, delegation, sales

Best book, podcast, or app for aspiring leaders: Think Like Amazon: 50 1/2 Ideas to Become a Digital Leader by John Rossman

Best advice for new leaders in 10 words or less: Lead with a better than yesterday mindset. Pivot. Persevere.

What recent project, transaction or accomplishment are you most proud of? Developing a revolutionary digital marketplace for Commercial Real Estate (CRE), we achieved remarkable milestones. Our platform streamlines deal management, with features like favoriting properties, adding statuses, and keeping notes. It offers public data, sales comparables, and a unique "Find A Lender" tool for direct access to commercial lenders nationwide. Additionally, it showcases active service providers and incorporates a quick deal calculator for rapid underwriting. This accomplishment empowers CRE owners, promotes transparency, and transforms the industry.

What makes this nominee an Industry Leader? "Ira Zlotowitz is a pioneering leader in the CRE industry due to his groundbreaking approach with GPARENCY. By rethinking the traditional mortgage broker model, he offers direct access to lenders, empowering clients to save on commissions. His innovative pricing structure, with fixed fees for broker services, demonstrates his commitment to transparency, affordability, and leveling the playing field for all participants in the market." - Shlomo Zaks, Director of Marketing at GPARENCY.

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