



2023 Ones to Watch Industry Leaders: Amir Sobhraj, Zara Realty Holding Corp.

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Amir Sobhraj
Co-Managing Partner

Zara Realty Holding Corp.

Number of years in CURRENT position: 14

Best book, podcast, or app for aspiring leaders: "Culture Code" by Daniel Coyle.

3 skills that you use every day in your position: The three essential skills that I utilize daily are perseverance, negotiation, and creative problem-solving. Perseverance is the driving force that allows me to navigate through challenges and setbacks, ensuring I stay focused on my goals and find innovative solutions. Negotiation skills enable me to forge mutually beneficial agreements with clients, contractors, and stakeholders, fostering productive partnerships that propel projects forward. Lastly, creative problem-solving allows me to think outside the box, identifying unique approaches and overcoming obstacles that arise during the complex process of real estate development. By combining perseverance, negotiation, and creative problem-solving, I can lead with resilience, achieve successful outcomes, and inspire others along the way.

Best advice for new leaders in 10 words or less: Lead with empathy, listen actively, and inspire through your actions.

What recent project, transaction or accomplishment are you most proud of? Our new green building overlooking Rufus King Park, a 223-unit 9 story structure will beat New York City's 2030 climate goals by 40%! This is accomplished by zip-system insulation buoyed by predictive heating and cooling systems that conserves energy. Residents will not only save on utilities but improve the environment through access to electric charging stations for cars and 69 kilowatts of solar energy, the equivalent of taking 282 combustion-engine cars off the road.

What makes this nominee an Industry Leader? "Amir is an industry leader for his innovative work in advancing quality housing and humanitarian efforts. He has implemented green technology across 5,000 units, saving energy costs and reducing emissions. Zara's newest build surpasses NYC's 2030 climate goals by 40%. His philanthropic efforts uplifted the community in education and healthcare." - William Thomas, Senior Strategist at Butler Associates.

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