



## **2023 Commercial Real Estate Visionaries: Ira Zlotowitz of GPARENCY**

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Ira Zlotowitz  
Founder and CEO

## GPARENCY

Ira Zlotowitz has propelled GPARENCY into the commercial real estate spotlight, earning it a place among LinkedIn's Top 50 Startups. GPARENCY is a smarter way to acquire, underwrite, and finance commercial real estate, providing a comprehensive suite of features designed to simplify deal pipeline management and retrieval for CRE professionals.

Who inspires you most? What qualities do they possess that inspire you most?

My father, Rabbi Meir Zlotowitz, is my greatest inspiration. He taught me the importance of "following the winds" to always get a yes, by understanding clients' sentiments and becoming a meticulous fact-finder. This has turned every interaction into a business win—whether it's gaining clients or positive feedback by prioritizing peoples' best interests.