



Development Site Advisors opens enrollment to training program

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Manhattan, NY Development Site Advisors opened its enrollment for its Development Site Academy class, set to kick off this spring. Graduates will jump-start their CRE brokerage careers while setting themselves apart from other brokers.

Co-founder Rubin Isak said, “We have six spots available for our Development Site Academy class.” He emphasized the complexity of development sites compared to other real estate sectors, highlighting the academy’s focus on rigorous training on neighborhood metrics and details, zoning, and presentation skills. “It’s a proven process, and we’re excited to work with our next round of agents.”

Lev Kimyagarov, co-founder, outlined the ideal candidate profile, said, “We are looking for self-motivated, driven salepeople who are eager to learn and have an optimistic outlook on the future of both NYC and development. A long-term game mentality is crucial; this is not a ‘get rich quick’ business. With an 18-to-24-month commitment, dedication to the process, and belief in our system, you will achieve a high six-figure income.”

Development Site Advisors has enlisted the expertise of Wayne Naylor, an industry trainer with a track record of training over 400 CRE agents in NYC. Naylor has run training programs for Massey Knakal Realty Services (now Cushman & Wakefield), Ariel Property Advisors, and Avison Young. Naylor said, “Development Site Advisors commits to all hires. Offering a unique, comprehensive training program, blending real estate and zoning knowledge with performance-based, client-facing training. Given the rigorous nature of the program, the Academy is tailored for individuals dedicated to investing their time and energy into jump-starting their development site brokerage career.”

Elana Kapul, a graduate from the first class, endorsed the program, said, “I joined Development Site Advisors because, after years of selling all types of commercial assets like a “jack of all trades” broker, I wanted to focus on my favorite sector of development sites and become an expert in this complex and creative area of real estate. If you’re thinking about joining, be ready to learn a substantial amount of information in a short period. If you’re driven, motivated, and fully committed to focusing solely on this niche market, this training will put you on the right track. Trust the process, it works.”

Another graduate from the Academy, Michael Musto, said “Development Site Academy is a challenging program, but it will put you in a better position than 99% of brokers. You’ll learn

strategies on how to be successful, unlike at other firms where you're simply handed a phone and told to get to it."

The approach of Development Site Advisors involves its Neighborhood Focused Platform, where each broker is designated a specific territory to work in, proprietary valuation tools such as Sitestimate and airstimate, in addition to a surgical marketing approach and their Due Diligence Accelerator Package (DDAP) to ensure transparency for both developers and sellers.

Isak expressed enthusiasm about sharing these systems and processes with the new class, continuing to shape successful careers in the development site brokerage industry. "We've been told that if agents knew the tools and resources we provide, we'd have agents lined up at our doors. Our agents never work on designing or putting together a set-up, or offering memorandum; you won't find them underwriting a property or doing a zoning, massing & feasibility study. There is full 100% support for the agent for these tasks. This is done in order to allow a salesperson to do what they do best: meet people, build relationships, add real value and transact. Our agents have full access to a team of in-house architects, analysts, marketing, HR, IT and more. All dedicated to support them. If someone has a passion for development sites and wants to believe in what they are doing; while creating financial freedom for themselves and their families, they should apply."

Development Site Advisors has is a top-5 commercial real estate brokerage in the development site sector in NYC.

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