



## 2024 Ones to Watch Rising Stars: Jeff Jacobson, masonre

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Jeff Jacobson  
Director  
masonre

“Jeff’s first landlord exclusive was representing AmTrust Realty’s 59 Maiden Lane. After months of extensive outreach, we leased the entire space to Club Studio. The 36,650 s/f deal was one of the top 5 largest transactions in NYC in all of 2023. It was an incredible learning opportunity.” - David Abrams, Founder & CEO at masonre.

How do you balance your rising career with your personal life? There’s no 50/50 rule. I must give

attention to each so both can grow. I pivoted to retail real estate because it enables me to blend my personal interests with my career goals. My work and personal life benefit from my love for restaurants, exercise, and shopping.

Beyond your professional achievements, what are some of your passions or hobbies? I'm an amateur sneaker collector, and I've loved them since I was a kid. This sparked my passion for fashion and culture. I fell in love with a fashion designer. My wife designs denim. I'm still trying to convince her to design denim sneakers.

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