



2024 Ones to Watch Industry Leaders: Louis Adler, REAL New York

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Louis Adler
Co-founder

“Lou is a dominant industry force and is a consistent go-to resource for apartment landlords and developers with a focus on new developments. His leadership strategy is sharp and agile. Not only does he predict the business well, but he does so with generosity unlike anyone I’ve ever seen.” Jill Vaccaro, Chief People Officer of REAL New York.

In the last 12 months what accomplishment are you most proud of? This year marked the 10th anniversary of REAL New York, a milestone I’m incredibly proud of. Over the past decade-plus, my business partner and I have built a thriving real estate firm that has closed roughly 25,000 leasing deals. In 2023 alone, the company closed over 3,500 leasing deals and launched 1,000+ new development units. This journey reflects our commitment to the city we love, and I couldn’t be prouder of what we’ve accomplished together.

Best advice for new leaders: Empower others, stay curious, inspire innovation, and embrace challenges.

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? One of the biggest challenges I faced as a leader in the last 12 months was adapting our business to comply with new legislation, specifically the Good Cause Eviction law. This regulation significantly impacted the New York apartment market. My partner and I worked tirelessly to adjust our strategies, ensuring we stayed ahead of industry changes. We prioritized educating our clients about these shifts, and helping them effectively navigate the evolving landscape.