



## **2024 Ones to Watch Industry Leaders: Lev Mavashev, Alpha Realty**

May 28, 2024 - Spotlights



Lev Mavashev  
Principal/Founder

“Lev’s leadership is exemplified by his adeptness at navigating through challenging economic conditions. Particularly noteworthy is his resilience and strategic foresight during two significant downturns – during COVID 2020 and the gloomy market conditions in 2022 and 2023. His ability to steer the team and operations through these turbulent periods, not only maintaining stability but also securing pivotal deals, attests to his exceptional leadership qualities. This capacity to thrive in adversity highlights his deep understanding of the market dynamics and his commitment to excellence, reinforcing his status as a great leader in the industry.” - Daria Vikhlieva & Rhianna Hemm-Kelly, Marketing at Alpha Realty.

In the last 12 months what accomplishment are you most proud of? I would say winning the 2023 CoStar Power Broker Award and earning the “Deal of the Year-2023” during such a low activity market. I think receiving these honors, despite challenging market conditions, highlight my expertise, success, and leadership in the CRE brokerage industry. Furthermore, I am proud to have been recognized “40 Under 40” last year by YJP Professionals.

Best books, podcasts, or apps for aspiring leaders: Staring Down the Wolf: 7 Leadership Commitments That Forge Elite Teams

Best advice for new leaders: Have hutzpah and trust in God

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? Staying motivated was challenging, but these are the exciting times navigating through a challenging year marked by widespread business closures, high interest rates, low market activity, and uncertainty in the NYC Multifamily sector. Despite these obstacles, we still managed to close a significant number of deals. I think being strategic and managing my own personal state of mind not only kept my business afloat but also positioned me as a leader during a turbulent time.