



## **2024 Ones to Watch Industry Leaders: Jennifer Djurkovic, Djurkovic Investment Properties**

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Jennifer Djurkovic  
CEO-Licensed Real Estate Broker

## Djurkovic Investment Properties

“Jennifer is a true industry leader based on a number of qualities. She offers tenacity, hard work, diligence and tireless effort to help solve the problems that arise and gets the deals to close. On any given day she is in all 5 boroughs Westchester or Long Island making deals happen.” - Thomas Donovan, President of Queens Investment Sales at Meridian Capital Group.

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? My team at Djurkovic Investment Properties “DIP” puts a high priority in the implementation of technology in the traditional commercial brokerage way, but with an edge. “DIP” utilizes out-of-the-box ideas for presentations, data management and aggressively tracking marketing trends. However, one of the biggest challenges I was facing the last 12 months was looking to leverage technology and AI to improve operational efficiencies to drive more innovation within my firm.

First step was we conducted a thorough assessment of our current processes, systems, and technologies to identify areas where AI can be most valuable. Technology Integration was also key to identifying the right technologies and tools that align with my firm’s goals and objectives. Data management was also vital to ensure data quality and security. Finally, I invested in upskilling and reskilling my team to ensure they have the necessary skills to work effectively with new technologies.

By following these key steps and strategies, we were able to effectively leverage technology and AI to drive innovation and improve operational efficiencies within the firm and position “DIP” for long-term success in a rapidly evolving Commercial real estate landscape.

Best advice for new leaders: ABC’s for the new leaders “Always Be Closing.”

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