



## **NYREJ's 35th Anniversary: Jared Epstein, Aurora Capital Associates**

July 30, 2024 - Spotlights



Jared Epstein  
President

When did you discover NYREJ and what was your title and company name at that time?

I became aware of NYREJ when I started out in commercial real estate back in 2004 at Newmark as an associate retail broker. I found it to be a valuable source of news as I was transitioning from nightlife to real estate and immersing myself in all facets of the industry. I was a voracious reader – and still am – and I found the New York City market to be fascinating. NYREJ's articles were informative both about commercial and residential real estate, and it also helped me learn about the power players and who I wanted to network with.

How has NYREJ helped you, your firm or your industry?

When I first joined Aurora I was laser focused on the Meatpacking District and what we could do to transform it. I saw so many possibilities in the neighborhood and knew that it was an area that would benefit from a serious redevelopment effort. NYREJ was a vital and reliable news source as we tracked what was happening in the market, how capital was being deployed and where leases and deals were being done. In general, it's well-researched articles and news has solidified it as one of the key must-read publications.

Most memorable "15 minutes of fame" in NYREJ:

I have to say my first recognition from NYREJ was the full page "Executive of the Month" feature back in May 2012.

Favorite NYREJ spotlights:

I love seeing people from companies that we work with spotlighted like Cushman & Wakefield, and I really enjoy reading the spotlights on women in various segments of the business – it's great that so many powerful women are involved in the industry and making real change.