



## **2024 Ones to Watch - Innovators in CRE: Ira Zlotowitz, GPARENCY**

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Ira Zlotowitz  
Founder and President

## GPARENCY

Ira Zlotowitz serves as founder and president of GPARENCY, the first and only brokerage in the commercial mortgage industry to offer a transparent, fixed-fee service. In this capacity, he oversees the origination, shopping and closing of loans. He has served in this position since the company's creation three years ago. Zlotowitz presently manages a team of more than 50 people.

### Innovative Outlook:

As I see it, the most promising opportunity for innovation in commercial real estate today resides in the world of artificial intelligence and the use of AI agents. I see a day coming when AI and AI agents will be able to help owners decipher, assess and analyze a huge spectrum of banking data points. AI resources will also be able to help process loan applications, a complex process that's now all human-driven. Indeed, I think the industry is slowly getting ready to leverage AI to the point of deploying AI mortgage brokers. In fact, our team at GPARENCY has just built and introduced a beta version of an AI mortgage broker, which we call Andre.

### Innovative Solution:

I believe that today's marketing landscape is tremendously daunting for owners looking for the best financing. They face an opaque market that doesn't provide the transparency they need to make informed decisions. Owners are confronted with a virtually countless number of options and choices. Banks are constantly coming and going, and they're repeatedly changing their lending criteria. Meantime, interest rates are frequently fluctuating. How can today's owners possibly know they're making the right choice? I worked with the GPARENCY team to devise a strategy that solves this problem for owners by transforming all this chaos into a rational and orderly process. This innovative model takes the uncertainty out of dealmaking, and all for a single, fixed fee.

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