



## **2024 Ones to Watch - Innovators in CRE: Marc Hershberg, Topaz Capital**

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Marc Hershberg  
Managing Partner & CEO

## Topaz Capital

As managing partner and CEO at Topaz Capital, Marc Hershberg leads our strategic vision and operations across our multifamily portfolio. With approximately 10 years in the industry, He oversees a team of 25 professionals, focusing on acquisitions, asset management, and sustainable development. We not only invest in leading Series-A PropTech companies but also integrate these innovations throughout our portfolio and our partners' portfolios. As local Florida sharpshooters, we have a keen understanding of every market in the state, except for The Keys and The Panhandle, where we do not invest.

### Innovative Solution:

In today's challenging market, I've adapted our strategies by integrating advanced technology to streamline operations and enhance tenant experiences. By leveraging data analytics and smart building solutions, we've improved efficiency and reduced costs. This proactive approach allows us to respond swiftly to market changes, ensuring our properties remain competitive and attractive to tenants. By incorporating electric charging stations and other cutting-edge facilities into our properties, we're not only meeting current tenant needs but also future-proofing our buildings for the ever-evolving real estate landscape.

### Innovative Outlook:

I see significant opportunities for innovation in the integration of technology and sustainability within commercial real estate. Embracing PropTech solutions will enable us to optimize property management, enhance tenant engagement, and reduce environmental impact. Additionally, focusing on community-centric developments can create lasting value and resilience in our portfolios.

"Marc Hershberg is an industry leader in multifamily asset and investment management, driving innovative strategies that enhance property performance and tenant satisfaction. At Topaz Capital, he recently implemented a data-driven approach to investment analysis, utilizing advanced analytics to identify emerging market trends and optimize asset allocation. This initiative not only improves returns on investment but also strengthens our competitive edge in the multifamily sector, showcasing how strategic innovation can elevate both operational efficiency and tenant engagement." - Etan Friedman, Topaz Capital.

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