



Aquino marks 40 years in CRE: Industry veteran and JAACRES founder continues to shape global retail and office trends

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Manhattan, NY Joseph Aquino is celebrating his 40th anniversary in commercial real estate, a milestone that reflects decades of expertise, groundbreaking deals, and global impact in the industry. As a distinguished leader, Aquino has spent his career transforming retail corridors, brokering high-profile deals for both the tenants and property owners, and guiding luxury brands into key markets across the world.

“It is a privilege to work in a field you love,” said Aquino. “I take great pride in knowing my efforts have helped elevate neighborhood corridors, enhance communities, and contribute to the ongoing evolution of commercial real estate.”

A Career Defined by Prestigious Partnerships

Over the years, Aquino has advised and secured prime locations for some of the world’s most prestigious retailers and designers, including Cartier, Buccellati, Judith Leiber, Fogal, Cesare Paciotti, Matsuda, Just For Feet, Paul Morelli, Rachel Riley, and Stickley Furniture.

Recognized for bringing luxury European brands to the U.S. market, he orchestrated the first Manhattan locations for Bond No. 9, Selima Optics, Sermoneta, Toni & Guy, and Goldpfeil.

Joseph Aquino and Faith Hope Consolo.

A Legacy of Transforming Retail Landscapes

Beyond luxury brands, Aquino has played a pivotal role in shaping New York City's most iconic retail districts. His deep understanding of real estate trends and market demand has made him instrumental in expanding and revitalizing key shopping corridors across the city, nationally and internationally.

In 1992, he and longtime business partner, the late Faith Hope Consolo, served as New York State retail consultants for the redevelopment of Times Sq., helping spearhead the area's revival. Shortly after, the Downtown Alliance enlisted their expertise for a landmark study proving the viability of large-format retail in Lower Manhattan.

Aquino and Consolo were also recognized for their branding acumen. "To Find the Best Retail Space, You Need Faith!" As an unstoppable duo, they were instrumental in supercharging retail expansion in SoHo, the Flatiron District, the Meatpacking District, Times Square and DUMBO.

During their 26-year partnership, Aquino and Consolo played a key role in the revitalization of NOLITA, attracting top-tier retailers to previously underutilized blocks. Their contributions to the Harlem retail renaissance, particularly along Frederick Douglass Blvd., were acknowledged by civic groups and business improvement districts.

Suzanne and Joseph Aquino in Belfast.

National Reach

Aquino has completed numerous deals in major cities across the U.S., including Beverly Hills, Las Vegas, Miami, Atlanta, Washington D.C., and New Jersey, as well as nearby cities in Canada such as Montreal and Toronto. His deep knowledge of the national market, combined with his international expertise, has positioned him as a trusted broker for retailers, restaurateurs, office tenants, and developers worldwide.

A Foundation in Investment Sales

Before shifting his focus to retail leasing, Aquino built a strong foundation in investment sales, where, in just a few short years, he successfully sold multi-unit apartment buildings, land for development, industrial properties, and an enclosed shopping center. His expertise in high-value transactions positioned him as a trusted advisor in the real estate community. Today, he has established a hospitality division selling 5-star hotels both locally, nationally, and internationally.

The Secret Brokers Society: A Global Network

As part of his ongoing commitment to international collaboration, Aquino founded The Secret Brokers Society, an exclusive network of 30 brokers across 30 cities worldwide. The group meets four times a year to exchange market intelligence, share client and customer insights, and facilitate high-level transactions internally, strengthening cross-border brokerage partnerships.

Global Expansion: London Rome & Belfast

Aquino continues to expand his influence on an international level. With over 40 trips to both London Rome and Belfast, he has cultivated deep relationships with key players in government, urban planning, and commercial real estate. His ongoing work in hotel sales, retail, and restaurant transactions in these markets has further solidified his global reach.

From Door-to-Door Salesman to Renowned Real Estate Expert

Aquino's remarkable career trajectory began in an unexpected place — selling watches door-to-door. His early experiences pitching high-perceived-value timepieces honed his communication, negotiation, and relationship-building skills, which later became the cornerstone of his real estate success.

As an author, Aquino is currently completing his biography, *Memoirs of a Watch Salesman- a New York Real Estate Story*, chronicling his journey from a determined young salesman to a powerhouse in global real estate. His story serves as a testament to perseverance, adaptability, and the art of the deal.

JAACRES: The Next Chapter

In 2016, Aquino established his own firm, JAACRES, a Manhattan-based brokerage specializing in retail, office, industrial, hotel, and investment sales. Through his firm, Aquino continues to influence the evolving landscape of commercial real estate.

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