



2025 Ones To Watch - Industry Leaders: Jason Moskowitz, Marcus & Millichap

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Jason Moskowitz
Associate Regional Manager

Recent goal and impact:

The last 18 months have been extremely challenging in our industry, particularly for up-and-coming agents. I'm responsible for both improving their chances of success, while simultaneously fortifying our ranks with quality new talent. During that time, I brought in 20 new agents, nine of whom have already closed or placed their first deals under contract. In addition, 15 of our agents had their best year ever, even in an environment that saw a 40% decline in overall activity.

Sharing knowledge and expertise:

"I hear and I forget. I see and I remember. I do and I understand." This saying is the inspiration for my leadership philosophy. Our agents undergo a rigorous training and development program, progressing from a classroom environment to role-play scenarios and real-world experience. I work alongside them, simulating calls and meetings, then demonstrating how to execute in the field with owners and investors. This immersive approach ensures agents don't just hear about success — they see it, do it and achieve it.

Best advice for new leaders:

Spend 80% of your time building on your strengths and 20% shoring up the holes in your game. Leverage your strengths. You were put in a leadership role for a reason. Focus on what you're confident in. Too often, we fixate on improving weaknesses. We should all be self-aware and, without question, spend time bettering ourselves. However, when you're leading a results-driven workforce, you need to focus on how you experienced success and show others how you did it.