



## **How Portelli of Highcap stays ahead of the curve**

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Recognizing a shift in the marketplace, Portelli and two partners began Highcap Group earlier this year to focus on team oriented investment sales brokerage after being part of a larger firm for several years as broker and director of sales. She thought it was time to provide more personalized, creative services to her clients and knew that she would only be able to do this by setting up a new firm. Highcap Group offers innovative analytical and valuation services with tailored attention on each client.

How do you stay ahead of the curve?

My diagnostic deal-making approach is one factor that sets me apart from the rest in today's market. Digging deeper and identifying opportunities are skills that have carried me far. My innate fervor for the NYC real estate market is what allows me to continuously rise above.

Christen Portelli is a managing principal at Highcap Group, New York, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540