

# MANN REPORT

MAY 2008

RESIDENTIAL

## RESIDENTIAL ROUND-UP



**Adina Azarian**  
**Adina Equities**

***How long have you been in the business?***

Thirteen years—my first and only career since the age of 21.

***What made you decide to get into real estate?***

I called a help wanted ad for a busy real estate office in the New York Times. I was dazzled by the fact that if you work on commission, your earning potential is unlimited. It's all about you. I enrolled to get my agents license the very next day.

***Who inspires you?***

People that think outside the box.

***What pushes you to the next level?***

Seeing my dreams become reality. Nothing pushes me more than that. That's how small dreams become big dreams and big dreams become bigger dreams. To me, the next level is whatever I can dream it to be.

***What is the hottest deal you have made to date?***

I got an exclusive on a 55-unit rental building with about 10,000 feet of retail commercial space and on top of the exclusive, the owner gave me power of attorney to approve and sign all his leases. That was hot!

***What is your secret weapon for sealing a deal?***

I'm just myself. This question makes me laugh because I have been asked by other brokers in this business to come help them close a deal as their 'secret weapon'. It's my nickname.

***What is the hottest area for deals right now?***

SoHo. Surprisingly I've noticed some very good deals lately. Good deals in a hot neighborhood are always a good thing.

***What's the best season for deals?***

Summer. There is a lot more inventory.

***If you had to live/work in any other city than New York, what would it be?***

Paris. It's the most charming city I've ever been to.

***What's the best piece of advice you would give to someone starting the business?***

Think about helping people first and your commission last. Greedy brokers are very transparent and a dime a dozen.