

MEET JORDAN, JAIME AND JASON ZIMMEL OF ZIMMEL ASSOCIATES

Jordan Zimmel Vice President Zimmel Associates

Years with company: 12
Years in field: 12
Years in real estate industry: 12
Real estate organizations:
IOREBA



What is your greatest professional accomplishment?
Obtaining my Brokers License.

What is your most notable deal or transaction?
A 100,000 s/f office lease in Metropark for Hatch Mott Macdonald. We represented Hatch Mott Macdonald on the leasing side. It was one of our biggest deals ever.

Who or what has been the strongest influence in your career?

My father and grandfather who I luckily was able to learn the business from.

“Growing up in a real estate family, I naturally had a love for the industry.”

Tell us how and when you began your career in the profession you are in, about your current position and why you chose it?

I began my career in 2006. My father and grandfather were successful partners who shared a mutual respect for each other's opinions and passion for the industry. Hearing them talk about buildings, deals, seemed very interesting to me. I wanted to be a part of it from a young age. I was attracted to the intensity and toughness of the business and was up for the challenge.

What is the most unique situation you have faced during your career?

My first sale handling an environmentally contaminated property was a great experience. I presented the building to a client as having investment potential. After due diligence, they bought it, cured the environmental and renovated the building. They gave us the exclusive to list it. We handled the sale of the building. The client made a substantial profit and the building is now an asset to the community, rather than an empty shell. The process of dealing with the environmental companies and seeing what it would take to cure the issue was highly educational.

What unique qualities or personality traits help make you successful?

I love meeting new people and hearing about their business/company. I pride myself on really trying to get to know the client I am working for to learn exactly what they need. When you find the right building/office for someone and see the excitement in their eyes, that's what it's all about.

What challenges and or obstacles do you feel you needed to overcome to become as successful as you are today?

There are so many players in the real estate market who are extremely knowledgeable, successful and well known. Being a younger guy in the industry, the toughest part to overcome was showing my clients that I know what I'm doing and I'm knowledgeable in my industry. It was making them feel comfortable that I will represent them as well or better than a 30-year veteran in the business would.

What inspiring advice would you give to a young executive graduating from college?

Be OK with failure. In this industry, you hear the word NO a lot. You lose deals. If you cannot be OK with failure, it's not the business for you. It teaches us how to succeed. ■

Jaime Zimmel Vice President Zimmel Associates

Years with company: 10
Years in field: 10
Years in real estate industry: 10
Real estate organizations:
IOREBA



What is your greatest professional accomplishment?

A 10-year lease for a 27,000 s/f warehouse in Avenel. This was one of my favorite professional accomplishments because it was 10-year term and the size and type of building for this transaction was difficult to find. After touring limited buildings with my client, this building suited all their needs with minimal work.

What is your most notable, deal or transaction?

Leasing of a 42,000 s/f warehouse in East Brunswick. This was one of my most notable projects, due to the size of the transaction and that I was able to accomplish the transaction early in my career. After months of tours, timing became of the essence. Through diligence I found this building for my client that fit their requirement and did not need any work, which allowed them to move in quickly. This transaction gave me confidence that I could compete in this profession.

Who has been the strongest influence in your career?

My father and grandfather taught me the importance of integrity, persistence, and honesty--three of the most important traits to have in this business. By instilling these traits in my work ethic, they have provided a path that can lead to much success.

What impact has social media / networking had on your career?

Networking had a huge impact. It taught me that it is okay to go outside my comfort zone. It also taught me that networking is the best source of knowledge and avenue towards introductions.

“I am willing to take additional time and effort to find a building for a client that may seem difficult or impossible.”

What were some of your early goals and did anything happen to change them?

My early goals, like many others who are just starting out were to make every deal. I have learned that it is okay to not close every deal. It is not failure, but a lesson on how to improve on deals yet to come. In this business you do not have time to dwell on deals that did not close because there are multiple deals to focus on as well as new requirements to obtain. If I were to worry about the deals that fell through, I would not be able to focus on other client requirements.

What unique qualities or personality traits do you feel make you most successful?

My energy, persistence and dedication. This business is not filled with mostly young men like myself, but more seasoned professionals. Being young and energetic is an asset to utilize when acquiring requirements. I am willing to take additional time and effort to find a building for a client that may seem difficult or impossible.

What challenges and or obstacles do you feel you needed to overcome to become as successful as you are today?

I needed to understand how to have a thick skin in this business. I found out that relationships and how you present yourself is most important. I have also learned that there is no such thing as too small of a client requirement or too large of a requirement. Treat each client as if they the largest client. ■

Jason Zimmel Sales Associate Zimmel Associates

Years with company: 2.5
Years in field: 2.5
Years in real estate industry: 2.5
Real estate organizations:
IOREBA



What is your greatest professional accomplishment?

Recently helping to sell 51 Terminal Blvd., a 30,000 s/f building in Clark. Being a part of the process was a great learning experience at this point of my career. The building had some unique characteristics. Having the opportunity to participate in a deal like that from the very beginning to the end showed me first hand that there is always a customer for every building and we as brokers can help them see the potential. We are all about repeat business at Zimmel Associates. Making the client happy is always a priority.

“It is rewarding to move toward larger leasing transactions that are my own.”

What is your most notable, deal or transaction?

I have been in the industry two and a half years so every deal seems notable to me and it is rewarding to move toward larger leasing transactions that are my own. It is important to me to contribute to the success of Zimmel Associates. I recently leased 10,000 s/f at 33 Terminal Ave., Clark, NJ, to Thall Precision Industries, an injection mold manufacturing company, on a long-term basis. That was gratifying.

Who or what has been the strongest influence in your career?

My father. I have always looked up to my father throughout my life. Seeing the effort he puts not only into business but into his family as well. I focused on Real Estate as a major in college and he was a very big help. Not every student was able to go home at night and be able to ask questions of someone who knew so much about the industry. Just being able to have real estate related conversations on a normal day to day basis certainly played a role in grooming me for my career.

What impact has social media / networking had on your career?

Social media/networking play a big role for success in today's world. In many ways it is a relatively new phenomenon for business in general and it will be interesting to see how it changes and develops in years to come.

Tell us how and when you began your career in the profession you are in and why?

Throughout college I interned in the industry and became very interested in real estate. Now I have the opportunity to work in this industry with my family every day. I feel very lucky to have this opportunity.

What challenges and or obstacles do you feel you needed to overcome?

I strive to continue the Zimmel Associates legacy of high productivity and integrity, while learning as much as I can in order to succeed. Being young in this business can be a challenge, I am networking, meeting new clients as much as possible and continually look for opportunities for my clients.

What outside activities do you enjoy during your free time?

Playing golf. A love of sports is something we all share. We have a great time on the golf course and often play with others in the industry. ■

Established in 1986, Zimmel Associates is a full service corporate real estate brokerage located in Edison, NJ. www.zimmel.com