

Executive of the Month

STARTED HIS OWN COMMERCIAL REAL ESTATE FIRM AT THE AGE OF 23

Michael Rao, owner of New York Comm'l. Realty Group: Knows definition of work hard play hard

Michael Rao



New York Commercial Realty Group is a full-service commercial real estate brokerage company; they

White Plains.

Vision is what Michael Rao had seen at the age of 23 when he started New York Commercial Realty Group. Born and raised in Yonkers, Rao knew he established the mental aspect involved in the day to day extremely competitive world of commercial real estate. Owner of New York Commercial Realty Group, handling all angles of commercial real estate from office, retail, industrial and medical. After two extremely educated years working with Cushman & Wakefield, one of the world's largest commercial firms, Rao knew that this would not be a sprint, it would be a marathon and that this is not a job, it is his life and career. Going into the business Rao referred his lifelong career to what

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lease and sell commercial real estate, and consult for a wide range of clients including landlords, tenants, individuals, and institutions in the New York area. New York Commercial Realty Group is headquartered at 180 East Post Rd.,

Charles Lindberg once wrote, "Success is not measured by what a man accomplishes, but by the opposition he has encountered, and the courage with which he has maintained the struggle against overwhelming odds."



Rao on a recent cruise vacation



Shown (from left) are: Rao and his business partner, John Zappia.

New York Commercial Realty Group does whatever it takes to satisfy their customers. If needed to work holidays and weekends, Rao and his partners will do so. Having great work ethic and self pride is what drives Rao to fulfill his goal of some day being at the top. "There is no greater feeling in the world than to wake up in the morning and be excited to go to work. This business can be very draining and stressful, but when those deals are signed and executed it is the greatest feeling in the world," said Rao.

New York Commercial Realty Group is committed to the philosophy of its owners and tenants, which is to provide honest, dependable, and the best leasing and sales brokerage service, while maintaining the highest possible ethical standards and attention to detail. Furthermore, New York Commercial Realty Group will always place the needs of its clients and what is best for the real estate as its first priority. "Whether it is a 1,000 s/f lease or a major anchor lease, we give each transaction the same attention, thereby maintaining the highest level of service for all of our clients," said Rao.

Growing up in a middle class household with a tight knit family, Rao knew he had to make his parents proud. "It is my job to see my parents be happy and excited for me. At the time when people thought I was a nut opening a com-

mercial real estate firm, my parents knew I had what it takes to see success," said Rao.

Habits form a person's character. At the age of 12 Rao started his working career and knew the value of a dollar. "It was very important to me to have structure in my life. A firm believer in who you are and who you hang with, I have struc-

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He has always taken life lessons to heart, and learning from past mistakes. It is very critical to move forward and to never look back. Having structure is what Rao relies on. Dedicated to his personal fitness Rao trains on an average of five days a week at New York

Sports Club and goes on his long stress reliever walks and runs on the weekend throughout central park and the west side highway.

Rao knows the definition of work hard play hard. Rao's enjoyments are eating at nice restaurants, going to lounges, and mingling with the ladies. He is a single man, but most important Rao loves sharing

good times and laughter with friends and family.

New York Commercial Realty Group recently purchased a 6,100 s/f free standing building along I-287. New York Commercial Realty Group plans to add three additional agents and build ahead with acquiring buildings for the firm - smaller, free standing buildings costing \$5 million or less. "That is my ultimate goal, being a commercial owner with the capability of handling all my own assets with incredible market knowledge," said Rao.