

SPOTLIGHT

Find your niche, manager says



BETH BALBIERZ/STAFF PHOTOGRAPHER

"Leasing and selling commercial properties is challenging," says Leonard J. Boyarsky, above, shaking hands with a potential customer. "The rewards come when the job is successfully completed and everyone in the deal thanks you for knowing how to get to the finish line. Every day is fresh and exciting."

Name, title: Leonard J. Boyarsky, ty management (nickname, "Jerry")

Age: 64

Hometown: Closter

Education: Highland Prep School, New York; Hofstra University

Business name: LB Commercial Realty LLC

Location: Closter

Date I started the business: I established LB Commercial Realty LLC May 13, 1993.

Web site: lbcommercial.com

Type of business: Commercial real estate brokerage and proper-

ty management

How I got started/financed the business: I began as a sales agent on Feb. 1, 1990, and realized that I needed more services and support than my broker was willing to provide. I liked this business, saw a void in the marketplace, believed in myself and my future partner's knowledge and work ethic and decided to open LB Commercial Realty. My former partner and I borrowed the seed monies that we thought would be needed to get started.

Key to success: Focus, hard work, luck and timing – and don't worry about making a mistake.

Competitive strategy: Find your niche, become an expert in your field, strive to offer the best

product or service that you can. those who say no easily and often.

What I love about my business: As a broker, I find the greatest satisfaction in helping people. Each business and each client is in a different industry or niche business. Every day is fresh and exciting. Leasing and selling commercial properties is challenging, as there are usually four parties (attorneys as well as owners and tenants/buyers) or more to communicate with in every transaction. The rewards come when the job is successfully completed and everyone in the deal thanks you for knowing how to get to the finish line. In the role of manager, I enjoy being the leader and motivator, and the challenge of finding better ways to enhance and build my business.

What I hate: Negative people

Advice to someone starting a business: Begin only when you are already very knowledgeable about the business, marketplace and competition. Errors can be painful and costly. Be ready to make mistakes and accept the outcome, but do make those mistakes once you're knowledgeable about your chosen business.

Where I go to network for lunch: I have lunch at my desk most days. Once a week, I attend my Rotary Club lunch meeting. When meeting with clients or customers, I choose one of several excellent local places – Dimora, Harvest, Roman Café, Sanzari's, etc.

Family: Wife Louise; sons Mitchell, Sam