

# RE/MAX

OF NEW YORK, INC.

SPRING 2015



## 2014 COMMERCIAL AGENT OF THE YEAR

### Victor Weinberger

Licensed Real Estate Salesperson  
RE/MAX Team  
Jackson Heights, NY  
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Victor Weinberger, RE/MAX Commercial Agent of the Year, is a veteran of the real estate industry. He feels he has grown professionally through both experience in the marketplace and education. Victor completed several college-level courses to become more competent in his business and in servicing commercial and residential clientele. He feels education is a must for success. Today, his business at RE/MAX Team is equally divided between commercial and residential marketing and sales.

When comparing commercial and residential real estate, Victor points out that, "commercial transactions are more about numbers and far less emotional than residential deals. Home buyers, on the other hand, make plans to live in their home and the neighborhood for many years. Memories will be built in their home as their families grow. Transportation, school districts, shopping, and houses of worship are very important determining factors in a residential purchase. In most cases, commercial buyers do not care at all about these factors. Commercial buyers are mostly focused on the net return on their investment.

Victor says, "Throughout the entire process, the financing aspect is much more complicated for commercial properties. Commercial buyers need more information, so they require detailed data. What are the income,

expenses and leases associated with the property? What is the best possible use for the property? How strong are the current tenant(s)? If the tenant leaves, how easy is it to find another tenant? In addition, some lenders may require environmental testing if it's an industrial or vacant land sale. Victor adds, "Depending on the type of property, commercial sales can be very time-consuming and physical."

When it comes to marketing his listings, Victor feels aggressive marketing is a must. He attends real estate conventions in which brokers share their information with investors and fellow brokers. Victor's sales pitches also include professional brochures and videos of listed properties, which he routinely posts on his website and all over the internet. In addition, he also e-mails listings to his 5,000-plus contacts who are interested in such properties. Victor says, "I am fortunate to have built a huge network of contacts in many different industries through cold calling, referrals and repeat business, he added."

In a typical year, Victor puts together numerous significant commercial transactions. During 2014, that included several properties valued at more than \$10 million. He sees a future bright for real estate. His motto for the buyers is always: "Don't wait to buy real estate. Buy real estate and wait."

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2014  
CHAIRMAN'S  
CLUB



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Victor is a member of the 2014 RE/MAX Chairman's Club. In 2005 he was inducted into the RE/MAX Hall of Fame.

In 1988, Victor made a tough decision to leave his teaching profession for real estate. In 1993, looking to advance his career further, he decided to join RE/MAX Team of Jackson Heights. He says, "It was the best business decision of my life: The real estate career is very fair. When you work on commission only, the agents pretty much determine their own income. The formula for success is simple; the more clients you see and treat right, the more success you will have."

"You can't be successful if you do not love what you do," says Victor. "Calling potential buyers and sellers before they call you is an important success component." For example, Victor keeps his clients up to date regularly during the listing period. When the property enters the contract, he keeps the owners, buyers, attorneys and everyone involved in the loop on a weekly basis via the phone or an e-mail. "Many clients tell me they really love this about me, and that generates many referrals," emphasized Victor. His attentive client service has won him repeat business and referrals over and over again.

Another success component according to Victor: "Today's professionals must have the latest knowledge, tools, technology, and websites to succeed." Victor enrolls in the latest classes to be up to date on zoning laws, landlord/tenant laws, building department codes, financial and mortgage qualifications, various tax-free exchanges, and basically pretty much everything related to real estate. This enables him to stay ahead and serve his clients to the fullest.

When asked about the marketplace conditions today versus a few years back, Victor assesses, "Housing was down from 2008 to 2013. The main reason being the lenders made it tough to qualify for home and commercial loans. Meanwhile, the population was increasing, thereby creating a serious lack in housing. Today, financing for developers and home buyers is easier to obtain, and consumer confidence is up. I see good things moving forward as long as the financing is easier to obtain. A strong real estate market equals a strong economy. I hope everyone in power understands that."



**RE/MAX INTERNATIONAL, INC.**

is pleased to honor

*Victor D. Weinberger*

with induction into the prestigious RE/MAX

**HALL OF FAME**

We are grateful for the professionalism you bring to our organization and the significant contribution you have made to our network's success.

*Margaret Kelly*

Margaret Kelly  
Chief Executive Officer  
RE/MAX International, Inc.

*Vinnie Tracey*

Vinnie Tracey  
President  
RE/MAX International, Inc.