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SGW Properties Eyes NYC Growth

NEW YORK CITY—In an effort to boost its market share in Brooklyn and around the region, the firm has brought on a VP of corporate development.

By **Rayna Katz** | July 13, 2015

NEW YORK CITY—Looking to expand its presence in New York City, **SGW Properties** has hired a VP of corporate development.

Appointee **Neil Stern** will work alongside company president **Yeshaya Wasserman** in identifying investment opportunities, overseeing property management for the company's existing portfolio, working with lenders to finance new acquisitions and to spearhead initiatives to grow the firm in Brooklyn and throughout the New York City region.

"Neil's diverse business experience, depth of relationships, and leadership qualities will be an asset to our team in analyzing potential acquisition opportunities, creating value for our current portfolio, and ensuring that our property management services operate at the highest industry standard to maintain a high quality of life for tenants at our properties," says Wasserman.

Stern brings a unique background to the firm. Prior to joining SGW Properties he was director of marketing for **Senior Planning Services**, a healthcare services consulting group that provides guidance and outreach to Medicaid

applicants residing in nursing facilities. He was responsible for development and implementation of the strategic marketing plan, building the client base and serving as project leader. Prior to Senior Planning Services, Stern served as business intelligence analyst for **B&H Photo**, where he developed complex reports directly impacting the firm's business decisions, and established the training curriculum and security protocol for the company's 1,500 employees.

"As the demand for housing continues to drive positive real estate fundamentals in neighborhoods in Brooklyn and throughout the NYC area," says Stern, "I look forward to working with the team at SGW to capitalize on market opportunities and maintain the highest standards of operating performance so that our tenants can benefit from our excellence."

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