

# The international squad

A look at go-to NYC brokers specializing in different countries around the world

By KATHERINE CLARKE

Foreign interest in New York real estate is at an all-time high, thanks in part to the continuing debt crisis in Europe and growing

## ISRAEL

ARIEL TIROSH

There is no shortage of Israeli brokers in New York who work with buyers from the Land of Milk and Honey. For example, Israeli super broker Ilan Bracha two years ago spearheaded the high-profile launch of the first New York City franchise of Keller Williams.

A roster of young brokers have more recently made a name for themselves when it comes to working with Israeli clients, including Elliman's Gilad Azaria, a former partner of Bracha.

Israel-born Azaria, now 37, moved to the U.S. at age 21 after serving in the Israeli army. He worked as a

motorcycle mechanic and later owned a car dealership before becoming a broker 10 years ago.

He started his real estate career at the now-defunct Queens firm called Enterprise and then moved to MLBKaye, the firm where Elliman star Dolly Lenz cut her teeth, before joining Elliman in 2004.

In addition, Azaria also develops single-family homes in Israel. He has built eight houses in the last three years, which he rents out with the help of his parents.

A large portion of Azaria's listings are owned by Israeli clients, including a three-bedroom home at Trump World Place asking \$6.75 million, a \$4.53 million spread at Trump Place and a three-bedroom home at the Ritz Carlton on the market for \$7.4 million.

"It's a small community, and I proved myself," Azaria said. "I get phone calls from people I've never heard of saying, 'We're in town, what can you show us?'"

Sheffield on West 57th Street, where some of her clients have purchased several units.

A lot of the buyers she's represented are investors who don't even show up for the closing.

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But in 2008, Cl

property. Brokers say many buyers prefer to work with a professional who speaks their language, knows their customs and understands how business is done both at home and in the U.S.

In July, *The Real Deal* looked at the dos and don'ts of working with some of the most active groups of international buyers. This month, we look at some of the new New York City brokers who have become go-to agents for specific groups from around the globe.



Jerusalem native Ariel Tirosh is also a motorcycle lover. He and his best friend rode their motorcycles across the U.S. in the '90s after completing their service in the Israeli army.



Ariel Tirosh

Post-trip, Tirosh became a rental agent with the now-defunct Checkers Realty.

"It was open listings," he said. "Back then, some management companies said

that the first person to come with the full package — checks and signed leases and all the credentials — gets the apartment. The competition was pretty fierce. You ran your butt around the city. It was the best way to learn the business."

Tirosh later moved on to Peter Ashe Real Estate, then in 2007 to Elliman, where he now works out of the company's Madison Avenue office. Up to 20 percent of his business comes from Israeli clients he meets through connections in Jerusalem. He also works regularly with U.S.-based Israelis.

Israel is "not a big country, but relative to the population, there's a lot of them here," Tirosh said.

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