

David Hirschman Realty “sells” success for three decades

With the American dream in mind, David Hirschman started his own commercial real estate company on Oct. 1, 1976, in a modest 300-square-foot office in Paramus, with one assistant, and a small “shingle” outside engraved with the name, David Hirschman Realty Company. That year, David Hirschman leased/sold approximately 45,000 square feet of building space. By the end of 2007, a little more than three decades later, Hirschman’s team added a second thriving busi-

ness, with his current office located at 205 Robin Road in Paramus.

In the early years, according to Hirschman, real estate, like most busi-

ness, was very different.

“For instance, 30 years ago, all communication was often conducted in-person and on the telephone, transactions had to be managed at a slower pace, and the entire real estate process logistically took longer because property information had to be gathered manually from various sources, usually requiring many follow-up phone calls and handwritten/typed requests,” recalls Hirschman. “Today, with the use of computers, cell phones, the Internet and e-mail, most communication can be provided electronically, and information is much easier to access and organize, so the process is much smoother and faster.” Hirschman agrees that the efficiency of technology has allowed his firm to compete head-to-head with the largest national real estate chains while continuing to offer more boutique-style person-

alized service. Hirschman also readily admits that technology has increased the effectiveness of his in-house operation: “I do point out one important business practice that has remained consistent through the decades and that is the need for companies and their salespeople to stay focused on cold-calling. “Telephone cold-calling, as well as utilizing the Internet for new leads, are critical tools of our business which con-

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ness, Hirschman Realty Management, increased the number of office staff to 14, and leased/sold 515,000 square feet of building space.

While attending law school in the 1960’s Hirschman worked in the residential real estate business. By the time he graduated in 1965, Hirschman’s passion for real estate surpassed his love of law and he decided to start a commercial real estate career with Kislak, one of the largest and most reputable real estate corporations, based in New Jersey. During his 11 years with the firm, Hirschman rose from salesperson, to first vice president, to regional director of the company. Then, in 1976, Hirschman says, “I finally made my dream a reality and started my own firm in Paramus.”

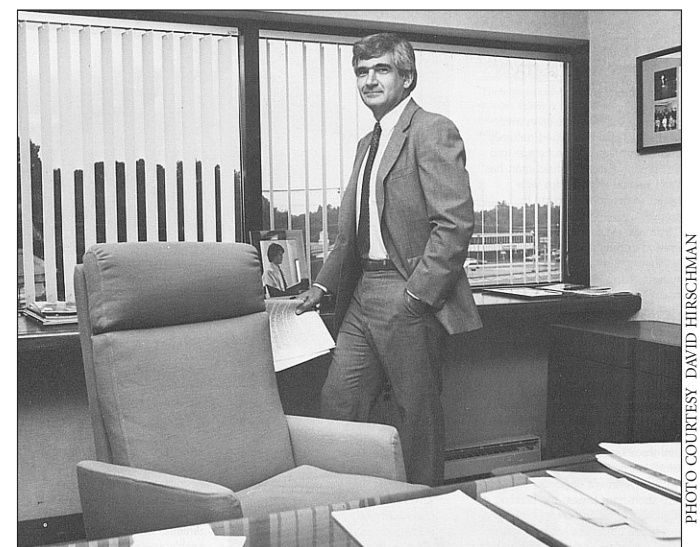
His company expanded rapidly and, in 1983, David Hirschman Realty Company moved to a larger office building on Evelyn Street in Paramus. Since then, Hirschman has not strayed far from his

roots, with his current office located at 205 Robin Road in Paramus.



Top: 1983—David Hirschman Realty Company expands and relocates to a new office building on Evelyn Street in Paramus.

Bottom: 1983—David Hirschman settles in his new office.



remember when I first started the business, we had to use a wet paper copier feeding one page at a time. I am thankful for the speed and quality of today’s copiers, printing 50 pages per minute, with options of scanning, color printing, and built-in e-mailing!”

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continually reward us with prospective new clients,” says Hirschman.

Continued on Page 13

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David Hirschman Realty delivers good, old-fashioned personalized service

Continued from Page 12

In 1991, David Hirschman Realty Company added Hirschman Realty

Management, as an added benefit to clients. "There were a growing number of clients who needed building management services once their leasing con-

tracts were completed, so we decided to add a new company to meet this demand; hence Hirschman Realty Management was born," says Hirschman. Today, Hirschman Realty manages 500,000 square feet of building space and, during the past 12 months, has completed construction management projects valued at \$3,000,000.

When asked what makes David

"We treat all of our clients with the utmost in personalized and professional service."

Hirschman Realty Company unique, Hirschman is quick to respond that it's the personalized, boutique-style service they provide to EVERY client. "We treat all of our clients with the utmost in personalized and professional service." Their other major competitive advantage, says Hirschman, "is that within the mid-size category, we are the only company that offers clients a full-size brokerage firm, as well as an affiliated full-service building management and construction management company. This benefits clients, as well as us." Hirschman continues, "For instance, as the economy has changed and the market for office space has slowed, we have had the flexibility to shift our business to sell and lease more industrial and medical space. This opportunity has provided us with a huge advantage over traditional firms."

Hirschman recalls one of the most exciting moments in his career occurred in 1982, when his team completed a lease agreement with On-Line Software International, for approximately 100,000 square feet within the Fort Lee Executive Park. This was a major expansion for On-Line, more than tripling their initial space, and established their official new headquarters. Other notable clients that Hirschman touts are: Columbia Bank, VitUSA International, Oritani Bank and Rapp B. Properties.

What does Hirschman see happening in the near future for the industry and his company? "Based on my experience, I expect commercial real estate to continue the path it has taken for the past five years, whereby pockets of real estate, including mid-size industrial and medical offices, are very successful. As for my own company, we will continue to be flexible and provide service to the markets that demand it. We will also continue to build our internal operations — both our systems and our people, to maintain our high levels of service."

When Hirschman is asked for the secret to his success, he praises his very patient and devoted wife, Linda Brooks Hirschman, whom he has been married to for 45 years, and who was instrumental in establishing Hirschman Realty Management. Hirschman is then quick to point out his team, who delivers the company's personalized client service, from his administrative assistant of 28 years, Ruth Ciser, as well as his vice presidents of industrial real estate sales, Robert Bremmer and Rob Morris, and his office sales professionals, Zach Young and Darren McGowen. Hirschman also greatly credits Philip Lange for his skills as VP of their management division.

And how do clients describe David Hirschman? One loyal client, Richard Koch of Northmarq Capital Incorporated, says, "David is extremely professional, knowledgeable, and client-centered. He is great to work with. I highly recommend him to colleagues." His assistant, Ruth Ciser, confirms, "That pretty much says it all about David!"

Today, David Hirschman Realty Company, Inc., is a thriving commercial real estate firm that sells, manages and leases commercial and industrial properties in northern New Jersey and Rockland and Orange counties, NY. Hirschman Realty Management provides construction and property management services. Currently, David Hirschman Realty Company, Inc. represents 32 facilities, with more than 1,200,000 square feet, and continues to deliver that good, old-fashioned personalized service that clients have come to expect.

For more information visit www.hirschmanrealty.com.



Top: 2007 - David Hirschman reviews plans with Philip Lange, vice president of Hirschman Realty Management.

Bottom: 2008 - Members of the Hirschman Sales Team with Administrative Assistant Ruth Ciser.



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