

SUBSCRIBE TODAY!
LEARN MORE

REAL ESTATE WEEKLY

CONTACT EVENT CALENDAR EDITORIAL CALENDAR ADVERTISE ARCHIVES SUBSCRIBE

GALLERY

Home » Deals & Dealmakers, Featured

Patience paying off for veteran New York broker Larry Ross

By [Dan Orlando](#)

10:24 AM, JULY 24, 2014

[Tweet](#) 0



By [Dan Orlando](#)

Larry Ross, a Long Island native, was not born with a passion for Real Estate. Raised in a family of doctors, it was not until his days as an undergraduate at University of Maryland that Ross found himself enamored with being a broker.



LARRY ROSS

"I did an internship for Balcor-American Express's limited partnership and syndication subsidiary in 1985," Ross told Real Estate Weekly. "We put together seminars for potential (real estate) investors and got them interested."

The small taste of the real estate world was enough to spark a three-decade career that has seen Ross negotiate over \$1 billion in investment sales transactions to date, navigate long stints at the firms of Winoker Realty and Besen & Associates, and eventually launch Highcap Group alongside Josh Goldflam and Christen Portelli.

During his climb upwards, Ross spent his first years as a broker playing an integral role in the development of the West Side of Manhattan. "I was very involved with the West Side office buildings. I sold a lot of those at the time."

Comparing the area to the "Wild West," Ross told Real Estate Weekly that the neighborhood was a volatile but fertile landscape for a young broker looking to build his reputation.

"It was around the time of the first .com boom. A lot of the buildings were still industrial properties. A lot of those buildings started being upgraded and converted. The area was still pretty rough at the time," he said.

After cutting his teeth in the aftermath of America's first forays into a digitally run-world, Ross soon learned that there was more to solidifying a career than racking up a high tally of transactions.

"One thing that most agents in this industry don't understand is that it's a relationship driven business. I think the ones that get that right away are the ones that become successful," Ross said. "It helps you with longevity."

"When I first came into the business that was something I didn't quite get," he said. "Building and maintaining those relationships, it's just something that comes over time."

Real Estate is about more than steel and glass. So when your real estate business needs expertise, build a relationship with Friedman.

FRIEDMAN - THE NAME YOU SHOULD KNOW.®

NEW YORK | NEW JERSEY | LONG ISLAND | BEIJING
info@friedmanllp.com | 212-842-7000

FRIEDMAN LLP
ACCOUNTANTS AND ADVISORS

WWW.FRIEDMANLLP.COM

Archives

Select Month

REW on Twitter

- RT @CushWakeNYC: Pine Street School officially opens at 40 Wall Street. C&W repped both sides in deal. Good story in @RE_Weekly bit.ly/1rDAgcn 24 Jul
- RT @DonaldJTrumpJr: School deal takes 40 Wall to best in class rew-online.com/2014/07/23/sch... via @RE_Weekly 24 Jul
- William Raveis to offer StreetEasy listings rew-online.com/2014/07/23/wil... via @RE_Weekly 23 Jul
- Silverstein signs 100,000 s/f tech tenant at 4 WTC rew-online.com/2014/07/21/sil... via @RE_Weekly 21 Jul
- DeBlasio unveils new wave of projects to bolster Downtown Brooklyn growth rew-online.com/2014/07/16/deb... via @RE_Weekly 16 Jul

Stories by date [Subscribe to RSS](#)

July 2014

S	M	T	W	T	F	S
			1	2	3	4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

[« Jun](#)

The relationships that Ross forged would carry him to a 13-year run with Besen & Associates as well as a new cutting edge project.

A venture that he now labels as “a little too far ahead of the curve,” PropertyRover.com was founded by Ross in the late 1990’s. A search engine that allowed users to quickly search available properties, the site “had a great run from 1998 to 2008 before it was sold,” according to Ross.

“It was pre StreetEasy, pre Trulia, pre Zillow,” said Ross, adding that it would likely have been a bigger success had it launched after the internet became further embedded in the day-to-day lives of potential users.

Despite moving on from Property Rover, he did not shake his entrepreneurial drive. When the overall economy and housing market began to teeter in 2008, Ross saw an opportunity.

“At some point, I felt that I had been in this long enough,” Ross said. “I’d like to have my own shop, my own firm.”

“We just felt that with the market taking a downturn it was a good opportunity to launch the business. We thought a more strategic broker operation would better weather the storm.”

After only a few months of planning, Highcap group was born.

Now both a broker and the managing principal of his own outfit, Ross is quick to admit that his perspective on the business has been altered.

“It’s definitely a little bit of a different perspective. You’re still doing the same thing you’ve done but now you’ve become more of mentor and you’re running the company,” said Ross before adding that he now understands where some of his former bosses were coming from.

“Now I’m the one that has to have patience and find the solutions,” he said with a laugh.

“Our goal here at Highcap is to maintain focus and bring an entrepreneurial approach to every sale. To stay involved with the agents (15) in our office and help them to be successful.”

The sale of 375 West Broadway, the Anthropolgy Building, was Highcap’s first marquee transaction according to Ross. The 55,000 sq. ft. space moved for \$81 million.

After that, the company began selling debt on properties such as the Crescent Club in Long Island City and today the group has an impressive amount of irons in the fire across the five boroughs.

Ross said that Highcap will continue to focus on the entire city but he labeled Brooklyn’s Bushwick as a neighborhood to keep an eye in the very near future, labelling it as one of the “hottest areas.”

He also expects a lot of activity “down the road” in East New York.

Wherever the hottest neighborhood is at a given time, Ross firmly believes that New York sets the bar for every other market on the globe.

“There’s no doubt. Not to sound cliché but if you make it here as a broker, you can pretty much make it anywhere. It definitely is the most challenging market but it definitely is the most opportunistic market as well.”

You might also like:



ANCHIN
Your Expert Partner
Accountants and Advisors



**The Kind of Partnership That Can Grow
Real Estate Holdings into an Empire.**

Anchin, Block & Anchin LLP
Accountants and Advisors

Robert Gilman, CPA
robert.gilman@anchin.com

Howard Krams, CPA
howard.krams@anchin.com

Marc Wieder, CPA
marc.wieder@anchin.com

1375 Broadway, New York, NY 10018
212 840.3456 • www.anchin.com
Follow us @anchinreal

Latest Gallery



[Visit Gallery](#)

Recently Popular

- 23 Jul, 2014: School deal takes 40 Wall to best in class
- 25 Jul, 2014: NEW DEVELOPMENT: Chinese apartment developer targets home crowd; Naftali tops out One Morningside Park
- 23 Jul, 2014: Taxing times as investors examine all the options
- 25 Jul, 2014: Tech firm takes floor at 11 Times Square
- 18 Jul, 2014: Yonkers luring young professionals with cheaper prices, proximity to city
- 8 Nov, 2012: Gallery: 123 Third Avenue Broker Appreciation Cocktails



King of Queens has his eye on new turf



Tucker Development receives site plan approval for Hudson ...



Real estate rocks



Retail hits a winning streak around new Nets arena

Linkwithin



□

Other posts by [Dan Orlando](#)



AROUND THE WEB

WHAT'S THIS?



Controversial "Skinny Pill" Sweeps the Nation
Healthy LifeStyle



Social Security: How To Get \$1,000 More a Month
Moneynews



New Jersey Man Hits Record Jackpot at Borgata Casino
The Borgata



Top 10 Turn-Offs for Women Lifescript

ALSO ON REAL ESTATE WEEKLY

Downtown Brooklyn rezoning benefits entirety of NYC 1 comment

Crowdfunding changing real estate financing for operators and ... 6 comments

Top 10 issues affecting US real estate 1 comment

World Cup fever grabbing REITs attention 2 comments

0 Comments **Real Estate Weekly**

d Login ▾

Sort by Best ▾

Share □ Favorite □



Start the discussion...

Be the first to comment.

CATEGORIES

Brokers Weekly

Construction & Design

Deals & Dealmakers

Editorial Supplements

Featured

Finance & Accounting

Green Building

Headline

ICSC RECon

Legal

Mergers and Acquisitions

Office Market

Opinion

Photo Gallery

Property Managers

REBNY Watch

Retail

Uncategorized

SPECIAL SECTIONS

Advertise

Archives

Contact

Editorial Calendar

Event Calendar

Subscribe

REAL ESTATE WEEKLY

Real Estate Weekly has been published weekly since 1954. The publication reaches over 30,000 readers in New York, New Jersey, Connecticut, Long Island and Westchester. Subscribers rely on REW for its late-breaking news and recent developments affecting the commercial, residential and industrial markets. In addition, REW publishes monthly supplements which focus on specific aspects of the real estate industry. REW is read by building owners, property managers, brokers, developers, lending service companies, attorneys, architects and more.

[Subscribe to REW](#)



COMPUTER
SERVICES INC.

STAY UP.
STAY RUNNING.
STAY PROTECTED.
GUARANTEED.



FREE NETWORK EVALUATION

[CLICK HERE TO GET HELP!](#)