*MAREJ Women of Achievement in Business*

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**Focus on Debbie Pomerantz, Senior Vice President**

*Gebroe-Hammer Associates / North Jersey Market Specialist*

**Livingston, N.J., October 21, 2022 –** There are movers and shakers in the multifamily investment brokerage business, and then there is [Gebroe-Hammer Associates](https://www.gebroehammer.com/)’ Senior Vice President Debbie Pomerantz. An instrumental force in dramatically expanding the firm’s presence within the Passaic County, N.J., submarket, Pomerantz also represents client interests in the greater Northern New Jersey metro, entire state and Northeast.

Since joining the firm in 2011, Pomerantz has been recognized for consistent sales performance and is one of the region’s top investment brokerage professionals.

Most recently, she recorded a total of $122.46+M in individual sales during a 13-month time period where she exclusively represented the sellers and/or procured the buyers. Combined, the 20 deals involved 661 units – 645 apartment homes and 16 commercial spaces – across New Jersey’s northernmost densely populated counties.

Highlights include:

■ Passaic County / Paterson: 118 units sold for $22.75M at Broadway Towers

■ Passaic County / Paterson: 83 units across 8 separate properties sold for $12.36M

■ Union County / Plainfield: 84 units at 501 W. 7th Street Apartments sold for $14.6M

■ Union County / Elizabeth: 32-unit Three Points Portfolio package sold for $21.21M

■ Bergen County / East Rutherford: 35 units at the Class A new-construction 480Flatz sold for $11.6M

■ Essex County / East Orange: Prospect Street Portfolio’s 88 units sold for $11.75M

Known for her ability to secure a high velocity of exclusive listings, Pomerantz represents veteran investors and closes traditional as well as complex transactions. Her client base includes private individuals and family offices as well as private equity funds and institutional investors.

“Since entering the multifamily investment brokerage field, New Jersey’s investor-profile landscape has undergone a shift to include what is now a significant percentage of PE and institutional entities,” said Pomerantz. “While private first-, second- and now third-generational individuals and families still account for a high concentration of apartment-building ownership – and my client roster – large institutional investors also have a strong presence throughout the entire Northern New Jersey Metro.”

According to Pomerantz, her foundation for success in the multifamily brokerage industry is agility. “Some say it is as simple as going with the flow, but I think it is more than that – it is being able to pivot at any time, employ a creative response to a challenge and effectively execute the solution,” she said. “There is always more than one way to get a deal to the closing table and I don’t stop until I do. I’m not one to give up easily or at all.”

Another key strength for responding to whatever trajectory the economy is taking is a knack for forging and maintaining long-term client relationships.

“Many of my clients are apartment industry veterans who have been through the highest of highs and the lowest of recessionary lows,” said Pomerantz. “They have seen and done it all and they have instilled a confidence in me that ‘this too shall pass.’ The resiliency of apartment buildings gives them a front-runner position as the commercial real estate investment darling of the past, the present and the future simply because people always need a place to live.”

A widely acknowledged industry leader, Pomerantz has been featured among MidAtlantic Real Estate Journal’s Executive Women in Real Estate (two-time recipient) and named a Commercial Real Estate Women of Influence as well as a NJ Top Broker. In addition, she is a two-time recipient of Gebroe-Hammer’s Salesperson of the Year Award, a peer-selected honor that recognizes exceptional sales performance.

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