

# FORTY UNDER FORTY

If you've ever doubted that pressure makes diamonds, consider this year's crop of 40 Under 40 honorees. Many not only survived one of the most troublesome times that commercial real estate has seen of late but they found ways to flourish.

They come from diverse backgrounds—time served in the Israeli Army or championship rowing, for instance—but what binds them is an indefatigable and relentless pursuit of real estate excellence.

REAL ESTATE FORUM editors pored over nearly 300 nominations this year, narrowing them down to the 41 stars that appear below (one dynamic duo made the list). Some are on the investment side, others are lawyers or brokers but all have a body of work that we found most impressive.



**ALIZA AVITAL, 33**

*Director*

**Eastern Consolidated**

New York City

Aliza Avital has worn many hats—including those of a competitive gymnast and a fitness instructor in the Israeli Army—but upon coming to America, she discovered that her true calling was real estate. “I genuinely like, and am interested in, people,” Avital says. As director of Eastern Consolidated, she represents both buyers and sellers of apartment and office buildings. She recently wrapped up the sale of 21 Chelsea, a 14-story, 210-unit luxury apartment building at 120 W. 21st St. in Manhattan to multifamily REIT UDR Inc. for \$138 million. Avital also arranged a \$47-million note sale of 386 Park Ave. S., and plans on closing many more deals by year-end. “I now realize that the possibilities and possible roles, especially in a place like New York, are virtually limitless,” she says.