

J. Leonard Schatz

Owner

J. L. Schatz Research, Inc.

Name: J. Leonard Schatz

Title: Owner

Company: J. L. Schatz Research, Inc.

Location: 135 Worthen Rd., Lexington,
Mass.

Place of birth and year: Philadelphia,
1920

Family: Wife, 4 grown children, 6 grand-
children

First job outside of real estate: Phila-
delphia, Detroit, Boston. Supermarket
chain market research manager, in-
cluding Stop & Shop and Zayre Corp.

First job in real estate or allied field:
Self employed since 1973 - retail expan-
sion and shopping center feasibility

**What do you do now and what are
you planning for the future:** Self employed. Continue until retire-
ment.

Extra curricular time: Play music in bands - saxophone and clarinet

Key to success: Persistence, Persistence, Persistence

**If you were not successful in the business you are now in and where
forced to choose another vocation, whether you are qualified or
not, what would it be?** Teaching or writing about marketing and
retailing

