

# Robert Ginsberg

## Principal

### Peracon, Inc.

**Name:** Robert Ginsberg

**Title:** Principal

**Company:** Peracon, Inc.

**Location:** N.Y.C.

**Birthplace and year:** Washington, D.C., 1963

**Family:** Married 10 years with 2 children

**College:** Wesleyan University, B.A., Economics; Lubin Graduate School of Business, MBA

**First job outside of real estate:** Financial analyst

**First job in real estate or allied field:** Bank vice president, Corporate Real Estate

**What do you do now and what are you planning for the future?** I am facilitating the transaction of commercial real estate from the paper world to the Internet. I hope to grow this company into a significant force in the commercial transaction world.

**Hobbies:** Coaching kids soccer, chess, skiing, tennis, golf

**Favorite book:** "The Great Reckoning"

**Favorite movie:** "Nurse Betty"

**Person you most emulate (outside of family):** Edmond Safra, founder of Republic National Bank

**Key to success:** Keep your eye on detail.

**If you were forced to choose another vocation what would it be?** Overnight camp director

