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2020 Year in Review: William Low, L&P Commercial

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William Low
President
L&P Commercial

What was the most difficult part of working during the pandemic of 2020? Having my team split up, working from home, for the first 3-4 months.

What aspects of working from home have you enjoyed most? Sleeping late. Actually, I don't really enjoy working from home during the workday. I work from home at night and on weekends, so it gets to be too much.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2020? After only a year and a half starting Low & Picard Real Estate Services, we rebranded completely to L&P Commercial with a new logo, new and awesome webpage, we outsourced a lot of marketing to free up time for prospecting and deal making.

What are your predictions for commercial real estate in 2021? I see strength in the industrial sector continuing, I also see strong investment sales, especially apartments remaining active. The office market will stay soft for a while, maybe rebounding toward the fourth quarter. Retail development will stay in the single tenant sector, and retail leasing is very spotty.

What is the best advice you have received, and who was it from? "Sometimes you just have to muck through it." A prolific developer friend, can't give his name, sorry.

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