



CELEBRATING
55 YEARS

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2021 Year in Review: Dennis Serpone, Founder, National Restaurant Exchange

December 31, 2021 - Spotlights



Dennis Serpone
Founder

National Restaurant Exchange

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2021? At a time when we've all witnessed so many companies fade off into the sunset, I have been able to maintain my incredibly talented staff, complete a \$2.5 million deal and add a \$7 million commitment to the books. With so many companies slowing down after 40 years, I'm proud to be able to produce two new leaders in the fields of hospitality and cannabis...The Hotel Exchange and Cannabis Business Brokers.

What are your predictions for your industry in 2022? I see a great 'push back'...government intrusion in all aspects of our personal and business lives has greatly accelerated. The cost to operate almost any business has increased with these costs being passed on to the customer. The general concern over the Omicron virus is found to be mostly inconsequential with dining and entertaining regaining lost momentum.

What is the best advice you have received, and who was it from? "If you want to soar like an eagle, stop walking with the chickens" - passed on by my Dad. And The 80-20 Rule: 20% of your staff will out perform while the rest of the 80% look on enviously trying to figure out how they do it.

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