



CELEBRATING  
55 YEARS

# nerej

## **2023 Ones to Watch - Industry Leaders: John Ciluzzi of Premier Commercial**

November 24, 2023 - Spotlights



John Ciluzzi  
President

3 skills that you use every day in your position: 1. Be present; 2. Listen; 3. Position yourself for success, know the board and what the next move is. Enjoy yourself.

Best book, podcast, or app for aspiring leaders: All in podcast: Industry veterans, degenerate gamblers & besties Chamath Palihapitiya, Jason Calacanis, David Sacks & David Friedberg cover all things economic, tech, political, social & poker.

Best advice for new leaders in 10 words or less: Ted Turner's advice withstands the test of time: "Early to bed, early to rise, work like hell and advertise."

What recent project, transaction or accomplishment are you most proud of? My loyal clients are my biggest accomplishment. I constantly reinforce that we are in the "Relationship" business and our clients can call either next week or next year. We will be there to help them achieve their goals. They trust us to help them acquire, dispose, work-out or fix real estate and/or business investments that they have been involved in. Some of our clients are new and some are generational. I love what I do and enjoy every day.

What was one of your biggest challenges as a leader and how did you overcome it? The recession of 2009 was a market that needed incredible patience and adaptability. I learned to assist clients in the worst-case scenarios possible. It was a very difficult time, but it helped me understand how markets can shift dynamically. It's made me a better businessperson and prepared me to assist anyone in a workout situation.