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## **2023 Ones to Watch - Industry Leaders: Michael Jacobs of NAI Glickman Kovago & Jacobs**

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Michael Jacobs  
Managing Principal

Best book, podcast, or app for aspiring leaders: 21 Irrefutable Laws of Leadership by John C Maxwell.

Best advice for new leaders in 10 words or less: Provide clear direction and clarity. Be adaptable. Create meaningful relationships.

What recent project, transaction or accomplishment are you most proud of? My proudest recent accomplishment is revitalizing a land development project that had lingered on the market for eight years. Despite initial retailer reluctance due to timing concerns, I convinced a key investor to buy the property. We secured a retailer, obtained permits, and were on the verge of receiving a building permit when they terminated the deal. Thankfully, I quickly found a new buyer who acquired the site for 2.5 times the investor's initial investment, marking a significant success in this land development project.

What makes this nominee an Industry Leader? "Mike's industry influence is unparalleled, marked by unwavering commitment and foresight. He forges key external partnerships and nurtures the next generation of experts through invaluable guidance and mentorship. His leadership defines him as a real estate industry luminary." - James Glickman, Partner at NAI Glickman Kovago & Jacobs.

3 skills that you use every day in your position: 1. Negotiation: Effectively navigate deals and agreements to benefit all parties. 2. Market Analysis: Stay updated with market data/trends and activity throughout our market. 3. Communication: Clear two-way communication with employees and clients is key to creating strong, trusting relationships.

What was one of your biggest challenges as a leader and how did you overcome it? Our firm has a diverse generational mix of brokers and employees. Gen Z - today's youngest in the workforce - and the Baby Boomer era have dynamically differing perceptions on many things in life. I would say it's all good, but it certainly poses its challenges. Becoming more open minded and truly realizing the depth of our younger colleague's skill sets became a game changer for us and will chart our future course of success.