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Photo by Van Stolis

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Related's Brodsky named IREM Manager of the Year

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James P. Hayden CPM, IREM 2007-2009 chapter president, presented Brodsky with the award during a ceremony at the chapter's annual gala at Tavern on the Green.

In his acceptance speech, Brodsky spoke of Related Management's commitment to IREM, which began in the early 1970's with Fred Beguin, a founding partner of the company.

"Fred found a unique synergy with the organization as he set out to create a new model in property management," said Brodsky. "He started looking for an industry resource that could help him develop his real estate management organization with those parameters in mind, and he found a partner in IREM."

The relationship continued with David Wine,

Brodsky's predecessor and mentor, and has continued for the past 12 years under Brodsky's leadership. "I am proud to continue to support our partnership with IREM today, over 30 years later," added Brodsky. The manager went on to give a detailed description of the demands placed on professional property managers: "The role of the property manager is a difficult and challenging one. We have a scope of responsibility that goes far beyond simple building maintenance, leasing and financial reporting.

"Our obligations and responsibilities are 24/7/365 days a year. We are buffeted constantly by the changing demands and expectations of owners, regulators, lenders, and residents or commercial tenants. We need to be constantly refreshing our understanding of changing markets, liabilities and opportunities. We are relied on to be risk management experts, financial systems experts, operations experts, leasing experts, construction experts, technology managers, customer service

managers, human resource managers, asset managers, brand managers, and now sustainability managers. We are passionate about the work, the never ending challenges, and the always changing opportunities to improve our effectiveness, the constantly evolving obligations that allow us to grow personally as we learn professionally."

After thanking his colleagues at Related, and his wife Linda, Brodsky said, "I am grateful for the resources, and the expectation of organizational excellence that has been set for us by Related's management team under Stephen Ross and Jeff Blau. We would not be successful without their leadership and clear vision.

"I am privileged to lead the property management division of an organization that allows us, no, requires us, to do the right thing. We are equally privileged to be associated with the Institute of Real Estate Management, a partner in achieving our organizational goals."