

Peer Insights

R E P O R T

Q&A with Roy Abrams CEO of RealConnex

Principle Series:

Family Office Insights sits down with Roy Abrams, CEO of RealConnex, to talk about his latest venture-- an online B2B marketplace for real estate professionals that hones in on his expertise in both real estate and technology.



Family Office Insights is a voluntary, “opt-in” collaborative peer-to-peer community of single family offices, qualified investors and institutional investors.

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Q: Can you share with our readers: What is RealConnex?

A: RealConnex is a meeting place for real estate professionals specifically for developers, investors, lenders, advisors, professional services, design, builder, engineering and insurance professionals—all of the people who typically congregate around every real estate transaction. The platform connects these professionals to capital, investments and services and it's a place where people come and find what they need and have the ability to network and transact with each other. We aim to emerge as the largest aggregation of real estate professionals in the world within 36 months.

Q: What problem does RealConnex solve?

A: RealConnex helped real estate professionals identify what they need, at a fraction of the time and cost of the old traditional way. It's a place to identify new relationship and broaden and deepen existing ones.

Q: How—and more importantly why—did you decide to launch the firm?

A: The problem I found as a real estate developer myself was identifying the partnerships and resources to get the deal done. Given my background in technology and real estate, I created RealConnex, a pure solution to make my life as an industry professional easier. It translates all the sensitivities, confidentialities and methods of the off-line deal making and networking into an identical and powerful online solution without losing those elements.

Q: How do you plan to make money with this business model?

A: RealConnex is membership site. Clients can choose a freemium model or a premium service membership. If someone is looking for capital, joint ventures, services, etc. we'll hook them up with whatever they need either through Do-It-Yourself (DIY) component or we offer a concierge level where we provide a more hands-on service with a fee component to it. Those interested in the premium membership, we also offer the opportunity to join our Club Prive where we present opportunities live to our members.

Q: How do you plan to scale the business? What markets are you looking to grow in?

A: We are rolling out the platform to all major real estate centers in the US and then we will continue with our global rollout. With real estate being such a global asset class, it has to be cross-border. We've identified the real estate gateways or core areas that we'll start by going to and build from there. The ones we've currently identified include New York, Chicago,

California, Texas, Florida and hopefully Atlanta.

Q: What is the mark you'd like to make on the real estate industry?

A: We are aiming to be the byword for real estate professionals' needs—that's where we're going. If one thinks of the need of Capital, investments or Services, we will hook them up. We will be the aggregation for everything real estate professionals need. That's the mark we want to make.

Q: Why are you uniquely positioned to grow RealConnex?

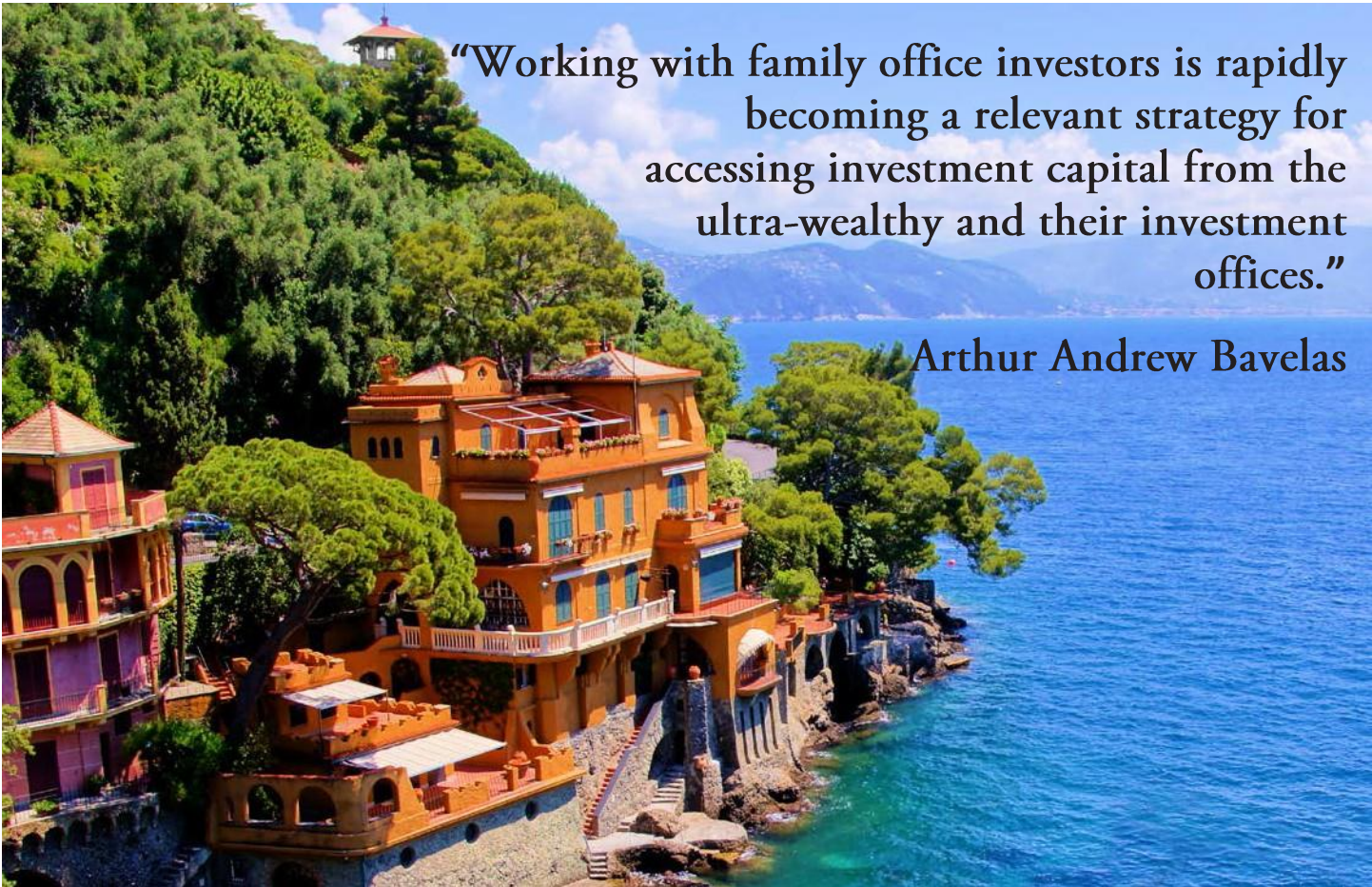
A: RealConnex is a very sophisticated play and can only be executed by someone who has a deep understanding of technology and real estate. Only when you have those two insights at the highest level can you bring this together. Given my background, I think I'm privileged enough to attempt it. This is a business with the real potential to drive Facebook and LinkedIn-style returns to investors with a once in a lifetime opportunity.



Roy Abrams

Born in Johannesburg, South Africa, Roy Abrams began his post-college career in software, by co-founding and launching TurboCAD, a professional 3D design software solution. Abrams then received his MBA at IMC London and worked for Lotus Development before it was acquired by IBM. He moved back to the UK to become CEO of Aspect Group /LBI which was eventually bought by Publicis. He left the agency, and went into real estate development, learning on the job and carving out retail and commercial office building deals in the UK, Poland and Romania before moving to Miami in 2009.

For more information, please visit, <https://www.realconnex.com/> or send an email to Roy at roy@realconnex.com.



“Working with family office investors is rapidly becoming a relevant strategy for accessing investment capital from the ultra-wealthy and their investment offices.”

Arthur Andrew Bavelas