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Reprint

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Tuesday, December 13, 2011



James Periconi
Owner
Periconi, LLC

Name: James Periconi

Title: Owner

Company: Periconi, LLC

Location: 260 Madison Ave., 15th Fl., New York, NY 10016

Birthplace: New York City

Family: Married, 4 grown and married children, 6 grandchildren

College: Columbia College, Class of 1970; NYU Law School

First job outside of real estate: As attorney, first job: Assistant New York County District Attorney, prosecuting street crimes.

First job in current field: As soon as I entered private practice of law, in 1989, it became clear to me that helping make real estate deals work – getting the parties over the environmental “hurdles” of a transaction – would be some of the most satisfying work I could do.

What your firm does now and its plans for the future? I love saving deals that no one else thinks can work because of the risk averseness of the other party.

Hobbies: Book reading and collecting (active member of the Grolier Club); theatre (trustee of the Pearl Theatre Company, and an actor); chamber music.

Favorite novel: “Memoirs of the Bookie’s Son” by Sidney Offitt

Favorite film: “Casablanca” Something about “we’ll always have Paris” just gets me.

Keys to success: Hard work, clarity in educating clients and opposing parties, persistence, don’t take no, but also follow your passions.

Person you most admire (outside of family): Nicolas Kristof of the *New York Times*.

If you had to choose a different profession, what would it be? Professional actor (have done a few professional gigs), but I’m really quite happy practicing law.