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Exciting News! **EPIC CR Embraces New Ownership**

EPIC Commercial Realty (formerly Itzhaki Properties) was purchased from Yona Edelkopf by Partner and Principal, Ido Tzaidi, and long time Senior Associate Broker, Sasson Elya.

Ido had recently joined EPIC as a partner, and immediately saw the potential the company had. Ido brings more than 10 years of managerial experience in the New York financial markets and commercial real estate. He landed several multi-million-dollar transactions from the very beginning of his career as a broker, including an assemblage on the Upper East Side totaling over \$100 Million. Ido holds a B.A. in Economics and Finance, specializing in Finance and Investment Management, from Ben-Gurion University in Israel.

Sasson 'Sasi' Elya saw Ido's vision for EPIC and was immediately on board to help turn it into reality.

Sasi has over 15 years of real estate experience, mostly in off-market deals in Manhattan and Brooklyn. His vast network and relationships in the real estate industry with some of the biggest players in the New York market help him bring together buyers and sellers to get the deal done in the most efficient way possible. In his long career, Sasi has received numerous awards and accolades for his superb deal making ability. Sasi has an MBA in Finance and Management from Tel Aviv University: Recanati Business School, and a B.A. in Economics.

Together, the partners are focusing their efforts on upgrading the infrastructure and technology, so they may bring Epic to the forefront of the commercial brokerage world. When asked what his number one goal is, Ido replied: "To bring EPIC to the next level. Technology is an important tool, and we should be using it to forge ahead of our competition." Chimes in Sasi, "Yes, we are upgrading everything company-wide - from our phones, to our internet, to our information platforms. We are very committed to growing the company, and nothing can grow without a solid foundation."

EPIC focuses on mid-market development and investments sales throughout the boroughs, with a strong emphasis in Manhattan and Brooklyn. The company's sales revenue has increased by 30 percent year-over-year for the past three consecutive years, the majority of which were conducted off-market.



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