



KZA Realty Group Welcomes Linda Berk on the Sales Team

Bronx, NY (January 20, 2022) – KZA Realty Group, the full-service commercial real estate brokerage firm and consulting company based in the Bronx, has welcomed Ms. Linda Berk to its sales team.

Linda is a businesswoman who has spent her life striving to excel at all that she's pursued. She comes from a family where education was an expectation; she was fortunate to have incredible role models in her mother and aunts - women with bachelor's and master's degrees which was rare for their time in the '40s and '50s.

"People often say success comes from when opportunity meets preparation. While I agree, for me there is a third element that has fostered my success; perseverance. Good outcomes don't always come easy, so when you refuse to give up, not take "NO" for an answer, eventually you will have a breakthrough. I watched my mother defy all expectations because of her tenacity, those observations and strong character have served me well," says Linda.

Ms. Berk received her Bachelor of Science and master's degrees in Communication Arts from Cornell University. Linda continued to pursue educational opportunities as she began her professional career at Cornell in the University Admissions office, with postgraduate study and a certificate in marketing from Harvard University. Her career has spanned many areas, from serving as Director of Admissions at Pratt Institute to entrepreneur and manager of recording artist Ashanti, getting her career off the ground toward record-setting stardom. 2019 Linda was named to the Bronx Power 100 list by City and State Magazine.

While Linda has enjoyed success in many endeavors throughout her career, her most rewarding accomplishment has been her 7-year service on the Riverbay Board of Directors, serving as its president for almost 5 years. As president of this large, complex housing development, Linda's goal was to modernize the IT infrastructure of Co-Op City to bring the development into the 21st Century. She led an incredible transformation as Co-Op City became an exemplary community, equivalent to the 10th largest city in New York State. Riverbay Corporation, the management company of Co-Op City, had gone from \$900,000 in cash on hand to over \$215 million during her presidency with an occupancy rate of more than 92%. Linda considers this experience to be among her proudest accomplishments.

Linda has now moved on to KZA Realty, bringing her expertise in property management, including the leasing of retail and commercial space in three large malls on Riverbay's property. She is excited to use this knowledge and experience as a licensed New York State salesperson to support KZA Realty's continued growth in the New York commercial real estate market. "I love interacting with people which makes the real estate business a natural for me," Linda says.

"We are thrilled to have Linda as part of our growing KZA Realty Group team." said Kathy Zamechansky. "Her knowledge and expertise will be an invaluable asset to our current and future clients."

About KZA Realty Group (www.kzarealty.com) is a commercial real estate brokerage and development consulting firm based in New York City. Founded in 1998 by real estate professional Kathy Zamechansky. KZA specializes in commercial planning, project management, community and government relations, finance, marketing, and communications. She may be contacted directly via cell at (347) 386-9452 or email at kzama@aol.com



Linda Berk, Licensed Salesperson, KZA Realty Group