



AYUSH PATEL

Questioner
DISC Type : c

NY YLG Committee Member at Urban Land Institute
New York City Metropolitan Area, United States

Overview

Ayush is a retail commercial real estate specialist with expertise in financial modeling, acquisitions, and grocery-anchored shopping centers. He holds a B. S. in Real Estate Finance from Rutgers Business School, is an Argus Enterprises Certified professional, and is currently an MS in Real Estate candidate at NYUs Schack Institute of Real Estate.

Personality Overview

Systematic

Not Easily Convinced

Price-Sensitive

They prefer to fully evaluate every situation. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They are more likely than others to negotiate on pricing and terms.

Topics They Care About

Retail CRE

Specializes in grocery-anchored shopping centers, QSR, and strip malls, with a deep understanding of acquisitions, dispositions, and development.

Real Estate Networking

Actively attends industry events hosted by ICSC and NYU Schack, and seeks out connections with prominent figures like Don Tepman ("StripMallGuy") and Larry Silverstein.

CRE Financial Modeling

Skilled in Pro-Forma, DCF analysis, and various return metrics. His background is rooted in Real Estate Finance from Rutgers Business School.

Alumni Relations

Serves as the Chair of Alumni-Relations for his NYU MSRE program, indicating a passion for building and maintaining professional communities.

Rutgers Scarlet Knights

[Predicted] Based on his Bachelor of Science from Rutgers Business School, he likely follows the university's sports teams.



Media Appearances

Ayush Patel | NAI James E. Hanson, Inc. | Teterboro, NJ.
Featured in LoopNet

Read Now

Article

Ayush Patel - NAI James E. Hanson - Teterboro. Featured in
Crexi

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Article

Work History

- 6-2025
NY YLG Committee Member at Urban Land Institute
- 6-2024
Sales Associate at NAI James E. Hanson
- 1-2024
Founder at Patel Legacy Properties
- 12-2023
Member at Urban Land Institute
- 3-2022 - 6-2023
Asset Management Associate at Heidenberg Properties

Education

- 9-2024 - 5-2026
Master of Science - MS from NYU Schack Institute of Real Estate
- Bachelor of Science - BS from Rutgers Business School

More Information

Social Presence :



Prographics :

Exp : **3** Location : **New York City Metropolitan Area, United States** Job Level : **Leadership**

Designation : **NY YLG Committee Member at Urban Land Institute**

Insights For Selling To Ayush

👉 During A Call Or A Meeting

DO's

- Tell them that you will come back if you don't have a good answer for a question
- If you have a lower priced product compared to the competition, call out the same
- Share as much information as possible regarding your product

DONT's

- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Ayush, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ayush is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Ayush

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Ayush Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Ayush Take Some Risk Or Not?

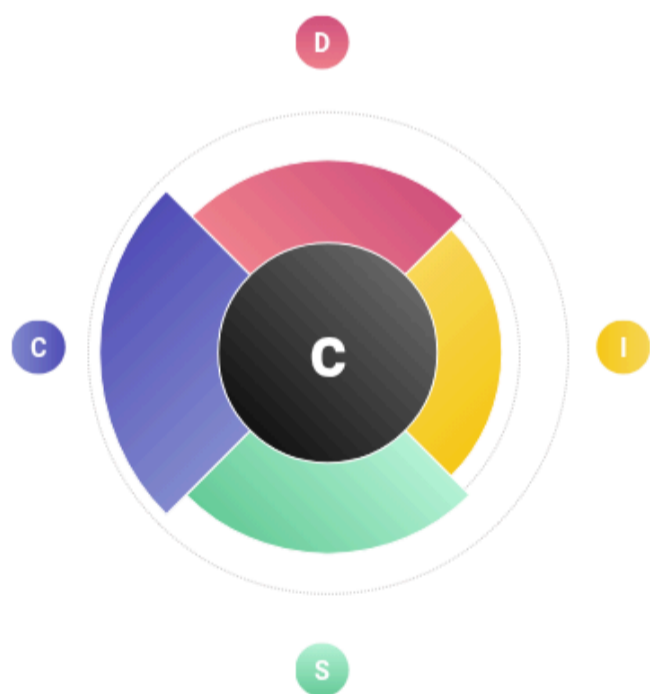
- *If they believe that they have analyzed the situation well, they can take a little risk.*

You And Ayush

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ayush's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.