

The Official Publication of the
Pennsylvania Restaurant Association

Pennsylvania

Restaurant matters

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PRA Member Spotlight



Jack joined Equity Retail Brokers in May 2008. Soon after, he became a member of the Pennsylvania Restaurant Association (PRA), and immediately became involved with the Board of Directors of the Philadelphia Delaware Valley Chapter (PDV). His

support of the PRA has been so great that he was named PDV's Associate Member of the Year for 2008.

Jack is passionate about his clients, restaurateurs in particular. He takes a vested interest in their success when he talks about the "Emotional Rescue" of the operator, a unique perspective a small business owner has when starting up a business. Jack goes on to explain how the small business operator applies the various sensations of touch, taste, sight and smell when creating an experience for customers to dine. "Often when I see the Chef/Operator describe his concept, he embraces it."

Jack works hard at bringing the client and landlord together. Having a face-to-face meeting is often all that is needed to see if there is a real chemistry between a landlord and operator.

"The Chef/Operator is a very different sort,"

explains Jack. Their motivation is twofold; they are motivated by the business and financial gain that in their opinion will accompany a successful concept and operation. A large part of their decision making is based on emotion, a feeling they have for their location and vision.

Jack's experience working with restaurants, which spans more than 15 years, has given him the ability to assist his clients with an extraordinary level of expertise and service. His knowledge in this niche is enhanced by his extensive background in retail construction and development. His talents have enabled more expedient negotiations, and helped landlords and tenants realize savings in both time and money.

Prior to joining Equity Retail Brokers, Jack worked in retail marketing and managed special projects for commercial real estate companies including Dranoff Properties, Pennmark Management, Prudential Real Estate, and Legend Properties. He has taught courses in Construction Estimating and Blue Print Reading at the prestigious C.W. Post Campus of Long Island University, and is one of the only professionals in the region approved to teach the Registered Apartment Manager (RAM) course from the National Association of Home Builders and the Multi-Family Council.

Jack W. Intrator, CPM, RAM ARM
Retail and Restaurant Specialist
Equity Retail Brokers, Philadelphia, PA

In the hospitality industry, Jack has completed transactions with a wide variety of local and regional restaurants, and national chains – from Chili's to Bobby Chez Seafood. His retail experience also represents diverse businesses and demographics, from NY Bagel Café, Victor's Pub, and Allied Dental to Nationwide Life Insurance. Equity Retail Broker's clients in the company's leasing, investment sales, tenant representation, and property management divisions will all benefit from Jack's strong relationships with retailers and landlords. In the Tri-State area, Jack's ability to target specific operators, as well as negotiate unique requirements and terms, enables him to ensure closed deals with optimal results.

Jack is a licensed professional in New York and Pennsylvania. He holds a Certificate in Property Management from New York University, and professional designations of Certified Property Manager, Registered Apartment Manager and Accredited Residential Manager. Jack is also a member of the International Council of Shopping Centers, the Institute of Real Estate Management, the National Association of Home Builders, the Tri-State Association of Commercial Realtors, the National Association of Realtors, and the Property Management Council.

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