

The Climb

Good, old-fashioned hard work

Reed Weinberg says that the challenge of owning his own real estate firm is staying organized

BY SARAH JEFFORDS
BUSINESS FIRST STAFF WRITER

own business, especially in real estate, it is easier to break into the market here than in a larger city."

What are the major responsibilities of your job?

"Managing a real estate business from top to bottom. I don't have any employees at this point, so I do everything — pay bills, manage properties, meet with the banker, negotiate deals with clients and mow grass at property sites. Nothing replaces good old-fashioned hard work, and this really is a 24-hour business."

What do you feel is the most challenging aspect?

"You have to be so organized because there are so many little things to stay on top of. Also, you have to be extremely patient in this business. When it comes to ownership and investment, it takes a long time to build real wealth."

How did you get your start in the real estate industry?

"I was at a crossroads in my life because I knew I wanted to do something with business, but I wasn't sure what. I was standing in the career office on campus looking at the job postings when I saw an internship for the Jenco Group, which is a pretty well-known real estate firm in the (Washington) D.C. area.

"I worked there with no pay while in college, learning the business. I formed kind of a protégé/mentor relationship with Marvin Jawer, the president of the company. I would do everything, including get him coffee and lunch, and he exposed me to hands-on learning."

Why did you return to Louisville to start your business?

"As a fourth generation Louisvillian, there was no question that I would come home. I was able to utilize several contacts here and still do. If you're starting your

What are your future plans?

"I am always actively looking for additional properties. I just recently purchased an office building on Court Avenue in Jeffersonville.

"My goal is to slowly build a substantial portfolio of real estate in Louisville and maybe eventually branch into other cities."

Is there someone whom you admire that you feel has contributed to your success?

"My dad. I couldn't do anything in my business without him. He has been such a tremendous help. He is a lawyer, so he handles the legal affairs of RBW Group. I probably call him 10 times a day for advice, not only for the business but life in general."

How would you describe yourself in one word, and why?

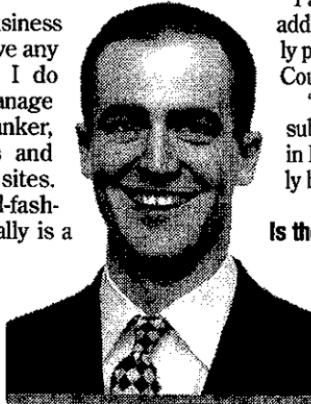
"Motivated. As your own boss, it takes a motivated person to get up for work every morning and actually work instead of taking the afternoon off to play golf."

What are some of your other interests outside the workplace?

"I am involved with non-profit groups in the community. I serve on the board of directors for Jewish Family and Vocational Services and am a member of the new business committee for the Home of the Innocents."

How did you meet your fiancé?

"My cousin set us up on a blind date. We went out to dinner and had a few drinks. She won me over, and we were engaged a year later. Our wedding date is June 19, which is exactly one year from the day we got engaged. We met in June, got engaged in June, and will get married in June."



Reed Weinberg

Current Job: Owner and president of RBW Group LLC

Age: 27

Hometown: Louisville

Residence: Highlands

Family: Engaged to Diane Allen

Education: Bachelor's degree, George Washington University, 1998

Career: 1996-2000, Jenco Group, Washington, D.C.

What he drives: Green 1998 Chevy Blazer

Favorite restaurant: Jack Fry's

Collection: About 75 snow domes stored in his parents' basement that he started collecting when he was 10 years old.

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