



The Lion Group's Innovative President

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As President of The Lion Group at Keller Williams NYC, Avi Malul leads a group of specialized brokers selling residential real estate throughout Manhattan. With more than ten years of experience in the field, he has built a team of agents who know the city from corner to corner.

Avi brings a diverse professional background to Keller Williams NYC, and has built an unparalleled skill set since entering the industry in 2001.

His ability to create out-of-the-box marketing campaigns, combined with his firm grasp on the intricacies of real estate transactions, has led to over \$20 million in sales throughout his career.

Having participated in more than 700 rental transactions across the city, he has not only taken his place as a top professional in the field, but his fearlessness and unique methodology has placed him in a class of his own. In the past year alone, The Lion Group has completed more than \$10 million in sales.

The road that led Avi to form The Lion Group is part of what makes him a guiding force in this competitive industry. Prior to moving to the United States from Israel at the age of 21, he obtained an architectural and engineering degree and served as a commanding officer in the Israeli army. He quickly realized he belonged in real estate, and his move to

Keller Williams was a perfect fit.

"I have always believed that to be the best you have to surround yourself with the best, and the professionals that Keller Williams attracts are truly the finest in the field," stated Malul.

The Lion Group, a team of eight seasoned professionals, has a competitive edge like no other when it comes to working with buyers and sellers to find their dream home and achieve the best sales potential.

The team's individual members have cultivated a strong knowledge of the New York real estate market and the tools, inventory, creative marketing and wide-ranging connections and network necessary to provide clients with the best real estate experience possible.

The group is dedicated to researching the needs of their clients, which has led to a unique specialty of finding pet owners the perfect apartment, whether they own cats, large dogs or even exotic animals.

Pet friendly buildings are few and far between in Manhattan, but the agents within The Lion Group have dedicated themselves to satisfying the needs of animal lovers.

Avi works with a core team of brokers, each with their own distinctive background that helps The Lion Group stand

out from the crowd. Nadav Gutman, a Senior Vice President of the Lion Group, has made it his mission to decipher all of his client's needs and maintain long-lasting relationships, and he does not quit until they are living happily in their perfect home.

Eran Alayof brings a passion for international real estate to the group; as he is originally from Israel and spent time living in London, he knows first-hand how difficult it can be moving to New York City.

Lyudmila Ktsoyeva's immigration to the United States and her inspiring story brings a comfort and compassion to those she works with. On the other hand, Michelle Nieves is a native New Yorker and knows exactly how to find her clients the best deal possible.

The Lion Group's goal is to provide a successful, stress-free journey for clients looking to buy and sell in the Manhattan real estate market. With Avi Malul leading the charge, that promise is a done deal. ■

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