

# Cook Properties LLC



Photo by Xxxxxxx

**Cook Properties NY, founded in 1997 by Jeffrey Cook and today co-owned with his brother Brian Cook, boasts an impressive real-estate portfolio in addition to offering full-service property management services.**

## Cook Properties NY began after previous job fizzled

When Jeffrey Cook returned home in the mid-1990s after another long day at the office, the one-time research analyst spent his evenings dreaming of pursuing a different career.

"I really did not like that job," Cook recalls, remembering the days he spent tethered to a desk. "At the time, I had a single-family house that I purchased and shared with a couple roommates. When they suddenly moved out, I wondered, 'What am I going to do?'"

It turned out to be a blessing in disguise for Cook. He decided to rent the house to others and return to his roots. "I moved home with my folks, and I quit my job," he says. "That is how my new career started."

In 1997, he founded Cook Properties NY and now owns nearly 20 properties throughout the region. In addition to commercial, retail, and mixed-use properties, the firm owns a thriving portfolio of mobile-home parks.

"I've always liked taking a property that was undervalued and adding value to it, getting it to the place I envisioned it when I bought it," Cook says. "That has been our business philosophy for a long time. That attitude is really what has fueled our growth."

Cook readily acknowledges he is more adept at what he does for a living now than in the early days. "Unbelievably better," he says, with a laugh. "Just doing it so many times, we are always learning."

In addition to owning an impressive real-estate portfolio, Cook Properties NY manages other people's real estate. "We offer full-service management, soup to nuts," Cook says. "We're becoming more involved in servicing properties that we don't own, but we treat those properties as if we do."

His brother, Brian Cook, joined the firm about 10 years ago as a silent partner. "He was a commercial pilot and took early retirement about five years ago," Cook says. "Ever since, he's been full time with me. It's great because we're best friends. He serves in the role of a chief operating officer, taking over all the day-to-day work. That's allowed me to focus on acquiring new properties. It's really been invaluable having him with us."

Jeff and Brian's parents, Laraine and Dave, have also been integral to the company's success.

"They have always been there. They are the biggest investors in Cook Properties," Cook says.

The brothers don't flip their investments. Rather, they hold onto the vast majority of what they buy, all the while expanding their growing portfolio. Cook says they have purchased five properties already this year. Five more are under contract.

"I feel like once we own a property for a few years, we know all of its secrets," he says.

*Cook Properties NY is located at 90 Airpark Drive, Suite 400, Rochester, N.Y. Contact the firm at (585)-233-4699, [jcookproperties@gmail.com](mailto:jcookproperties@gmail.com), or [cookpropertiesny.com](http://cookpropertiesny.com).*

### Cook Properties NY

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Number of employees: 10

Senior executives: Jeffrey Cook, managing member; Brian Cook, member

Year founded: 1997

Products/services: Real estate investments and management

