



A SUPPLEMENT TO NJEZ

2007 New Jersey Small Business  
Success Award Winner (NJSBDC)

Steven J. Duff

## Be patient

Sunny Kancherla /  
GardenStateApartments.com

By Joel Berg | A single apartment search convinced Sunny Kancherla that there must be a better way to find a decent rental.

Kancherla, a freshman entering Boston College, tapped a real estate agent who showed him three apartments. The tab was about \$600, Kancherla says.

"For a college student, it was a lot of money," he says.

Kancherla decided he could do the job just as well and got his real estate license while in college.

After graduating in 2000, he landed a job managing a real estate brokerage in Alston, Mass., and eventually moved into other aspects of the business, including property management. He returned to New Jersey in 2003 to earn a master's in business administration from Rutgers University.

But Kancherla wasn't ready to hatch the business idea he had been nurturing since his first rental. He needed experience in commercial real estate. So in 2004, he went to work for Wachovia's commercial real estate division in North Carolina.

Finally, in 2006, he launched GardenStateApartments.com in Newark, a Web site that matches tenants and landlords in New Jersey. Among its features: People pay only for the services they use.

Kancherla says he didn't mind the wait. "I knew that, by being patient, it would allow me to gain more experience and to really be more successful with it," he says.