

## Five minute interview - Yohann Ifrah

Team

25.10.22



What is the best thing about being in the bridging/development finance business?

It's exciting constantly seeing new deals come in and progress, and then finding solutions for the client.

**What keeps you focussed?**

I appreciate having a laugh every now and then, and that helps me focus on working hard.

**What qualities do you look for in your employees or colleagues?**

It's important to me to be able to trust my colleagues. When you work alongside loyal and hard working people it's easy to emulate and learn from their behaviour.

**Are you an optimist or a pessimist?**

I'm definitely an optimistic person.

**What will be the greatest challenge facing the bridging/development finance industry in the coming months?**

I think the rising Bank of England base rate could be a challenge as it will make borrowing money more expensive and might result in people being less inclined to borrow.

**Who or what makes you laugh?**

The sales team - they're always full of energy and enthusiasm!

**Do you dread Monday mornings?**

Never! Monday mornings are the best way to start your week off right. It can be difficult first thing, but once I get into my routine it's 5:30 and home time before I know it. There's an interesting quote I heard: "If you want to be able to buy something without looking at the price, you have to be able to work without looking at the time".

**If you could change one thing about yourself, what would it be?**

Nothing drastic. There are elements of myself that I'd like to improve, such as my knowledge of the lending market and my understanding of the legality behind regulated and unregulated lending.

**With whom would you most like to have dinner?**

Snoop Dogg - he is a businessman, artist, and an entrepreneur so it would be an interesting dinner.

As seen in the press:

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