

## SMALL BUSINESS

## Real estate services firm celebrates 40th year

It offers appraisals, land use studies and real estate evaluations

By ANDREA DECKERT

There is no secret to the success of Midland Appraisal Associates Inc.—the firm thrives due to great work, competitive prices and experienced, honorable employees, say its leaders.

“It’s all about doing it right and doing it with integrity,” says

Jay Loson, one of three owners of the East Rochester-based commercial and residential real estate appraisal business.

## PROFILE

Midland Appraisal Associates Inc.

Now celebrating its 40th anniversary, the firm was incorporated in May 1975 and is the successor to three previous corporations. It started real estate appraisal work in 1962.

The 11-person company is owned by Loson, David Rogachevsky, the firm’s managing partner, and James LeGrett, who oversees the residential division.

Midland Appraisal Associates provides real estate services, including real estate appraising and counseling, to commercial businesses, financial institutions, government agencies, law firms, real estate developers and investors. Roughly 75 percent of the firm’s work is in the commercial sector, Loson says. Its offices are located in Monroe County and Canandaigua.

In addition to commercial and industry property appraisals, Midland Appraisal Associates also offers land use studies and real estate evaluation, among other services. Its clients are located in Rochester and the surrounding counties, as well as Ithaca and



Photo by Lisa Maria Rickman

Midland Appraisal Associates partners, from left, Dave Schwaner, retiring founding partner, and David Rogachevsky, James LeGrett and Jay Loson, partners

the Southern Tier region. Across its history, the appraisal firm has worked with customers in more than 30 states across the country.

The business, which at one time was part of the former Marine Midland Bank, began with founding partners Harvey Jeffers, John Travis and David Schwaner. Jeffers left the company in 1981 for a job in New York City. Travis has since retired and Schwaner was slated to retire today.

Loson started with the firm as a trainee in 1987 and became a partner in 1998. He was managing partner from 2002 through 2014 and now is a senior appraiser and analyst.

He says technological advances have helped make the job more efficient. For example, instead of going to a courthouse

to obtain a deed, it can now often be pulled up online.

“Greater efficiency means better service for our clients,” Loson says.

He describes the business as stable and growing. The firm is committed to expanding its workforce with qualified staff. A majority of training comes on the job and is enhanced by obtaining state certifications, Loson adds.

“It’s a good career,” he says. “We’re helping people achieve what needs to get done.”

[adeckert@rbj.net](mailto:adeckert@rbj.net) / 585-546-8303

*Small Business is a biweekly feature focusing on entrepreneurs. Send suggestions for future Small Business stories to Associate Editor Smriti Jacob at [sjacob@rbj.net](mailto:sjacob@rbj.net).*