



Sidney Sokoloff

President & CEO



ABOUT SIDNEY

As the second generation to lead the company, Sidney brings a modern, innovative approach to business brokerage, commercial real estate, liquor license transfers, lending, and marketing—delivering clients a next-level experience.

Before joining Specialty Group, he spent more than a decade in hospitality, working his way up from dishwasher to bar manager. He also shares industry insights in Pennsylvania's bar and restaurant publication through his "Behind the Bar" column.

Since earning his real estate license in 2016, Sidney has been a part of the leadership with the Urban Land Institute's Young Leaders Division, where he helped launch the annual Foodie Crawl, and he serves on the Pennsylvania Restaurant Association's Western Chapter board. He's also been featured as a panelist at events like NAIOP's Hospitality Update and the Pittsburgh Downtown Partnership's State of Downtown.

Beyond that, Sidney created TheRestaurantBrokerPgh on Instagram, home to his popular Orange Poster Series. In just one year, he's built an audience of over 7,000 followers by spotlighting new restaurants and sharing his take on hospitality trends, and outside of that has an audience of over 250,000 people on his other social media platforms.

In 2022, he co-founded a non-profit, The O'Noir Foundation, raising funds through food and fashion events to support LGBTQIA+ youth, young adults, and marginalized communities seeking safe housing and resources. Since its inception the organization has donated over \$60,000 to local LGBTQIA+ organizations.

LICENSE & DEGREES

- Pennsylvania Real Estate Salesperson License
2016 - Current
- Pennsylvania Notary
2014 - Current
- Bachelors Degree, California University of Pennsylvania
2014

HONORS, AWARDS & INDUSTRY INVOLVEMENT

- Top 40 Under 40, Pittsburgh Magazine & Pittsburgh Urban Magnet Project
2023
- NAIOP Chapter Meeting Hospitality Update Panelist
2023
- Hungry Jess Podcast: Episode Guest
2023
- Urban Land Institute: Restaurant Recovery Speaker/Moderator
2021
- Who's Who in Commercial Real Estate by the Pittsburgh Business Times
2020
- Restaurant Panelist for State of Downtown Pittsburgh Shareholder Meeting
2019
- Vice & Co-Chair- Young Leaders Group, Urban Land Institute
2019-2021
- Event Champion: Food Crawl, Walk on Walnut, Urban Land Institute
2019
- Event Champion: Food Crawl, Party on Penn, Urban Land Institute
2018
- Pennsylvania Restaurant & Lodging Association Board of Directors
2018 - 2023
- Contributor to Restaurant Rants Book
2018
- Featured Industry Columnist in the Pennsylvania Observer Magazine
2013 - 2025



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