



SIDNEY SOKOLOFF PRESIDENT & CEO



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www.SpecialtyGroup.com

BIO

Meet Sidney Sokoloff, the President & CEO of Specialty Group. He is the second generation to the company, brings an innovative, new-age approach, allowing clients to receive a next-level experience.

Prior to Specialty Group, Sidney has spent over 10 years working from dishwasher to bar manager to several restaurant/bar operations. He is featured in Pennsylvania's Bar/Restaurant industry-related publication with his column "Behind the Bar".

Sidney oversees all of Specialty Groups' services including business brokerage, commercial real estate transactions, liquor license transfers, lending and the marketing/branding of Specialty Group. Since acquiring his real estate license in 2016, he has been active with the Urban Land Institutes' Young Leader Division, spearheading the groups' annual hospitality-related event "The Foodie Crawl" and participates with the Pennsylvania Restaurant Association as a Board Member for the Western Chapter.

Sidney has also been sought out as a panelist at the NAIOP Hospitality Update Panel and the State of Downtown event, hosted by the Pittsburgh Downtown Partnership, speaking about developing bar/restaurant scene, growth and future trends in Pittsburgh's central business district.

Realizing the power of Instagram, Sidney has been hard at work creating his brand "TheRestaurantBrokerPgh" where his Orange Poster Series lives. He uses his platform to be a Hospitality Thought Leader and educate his followers on hospitality content, promote new bars and restaurants, and more. He has seen tremendous growth with his audience to over 6K in 1 year.

When he is not tackling the hospitality industry, Sidney volunteers his time to his non-profit, which he founded in 2022 with his business partner Christina Stein called The O'Noir Foundation. Their mission is to raise money through fashion and food events for LGBTQIA+-friendly foundations that provide resources to homeless youth, young adults and marginalized communities.

LICENSE & DEGREES

REAL ESTATE SALESPERSON LICENSE
{2016 - CURRENT}

PENNSYLVANIA NOTARY
{2014 - CURRENT}

BACHELOR'S DEGREE, CALIFORNIA UNIVERSITY OF PENNSYLVANIA
{2010-2014}

HONORS & AWARDS

TOP 40 UNDER 40 HONOREE, PITTSBURGH MAGAZINE & PITTSBURGH URBAN
MAGNET PROJECT (PUMP)
{2023}

WHO'S WHO IN COMMERCIAL REAL ESTATE / PITTSBURGH BUSINESS TIMES
{2020}

RESTAURANT PANELIST FOR THE STATE OF DOWNTOWN PITTSBURGH
SHAREHOLDER MEETING
{2019}

CONTRIBUTOR TO RESTAURANT RANTS BOOK
{2018}

FEATURED COLUMNIST, BEHIND THE BAR IN THE PENNSYLVANIA
OBSERVER MAGAZINE
{2014-2023}

INDUSTRY INVOLVEMENT

NAIOP HOSPITALITY UPDATE | RESTAURANT AND RETAIL PANELIST
{2023}

HUNGRY JESS PODCAST: EPISODE GUEST
{2023}

URBAN LAND INSTITUTE: RESTAURANT RECOVERY SPEAKER/MODERATOR
{2021}

VICE & CO-CHAIR- YOUNG LEADERS GROUP, URBAN LAND INSTITUTE
{2019-21}

EVENT CHAMPION, FOODIE CRAWL: WALK ON WALNUT FOR THE
URBAN LAND INSTITUTE
{2019}

EVENT CHAMPION, FOODIE CRAWL: PARTY ON PENN FOR THE
URBAN LAND INSTITUTE
{2018}

PENNSYLVANIA RESTAURANT & LODGING ASSOCIATION BOARD OF DIRECTORS
{2018-2023}