

Blueprints for a better Tomorrow:

# JAMES PRENDAMANO

And The Power of Community

Founder and CEO |  **PREREAL**  
PRENDAMANO REAL ESTATE™

James Prendamano, Founder and CEO of PreReal Investments is quietly reshaping the American dream—one community, one project, one life at a time. His story isn't just about real estate; it's about redemption, legacy, and the courage to reimagine what's possible.

From boardrooms in New York to the sun-soaked valleys of Sierra County, New Mexico, Prendamano's path has been anything but conventional. Raised under the watchful eye of a formidable, trailblazing mother, he learned early that business isn't just about numbers—it's about people, purpose, and impact.

Today, his work transcends property lines. With monumental New York real estate deals setting the stage, to Turtleback Mountain Golf & Resort anchoring a regional revival in New Mexico and The James Prendamano Real Estate Academy freely sharing the playbook that got him here, James is proving that true leadership is measured not by how much you build, but by how many lives you elevate.

He leads with a rare blend of grit and grace, guided by empathy as much as ambition. In an industry often defined by transactions, James Prendamano is making space for transformation. He's not just someone to watch in 2025—he's a blueprint for building with heart, for the long haul.



James Prendamano Acceptance Speech for Proclamations from State, County, City Officials for Turtleback Mountain Golf & Resort Day in New Mexico



Chapter 1: A Moment That Captures It All

Under the golden glow of a March morning in Elephant Butte, New Mexico, the stage was set for a momentous media event at Turtleback Mountain Golf & Resort. The air buzzed with energy as dignitaries, PGA officials, business leaders, and community champions gathered against the striking backdrop of jagged mountain ridges and pristine fairways. It wasn't just a beautiful setting—it was a signal that something extraordinary was unfolding.

From the podium, New Mexico Lieutenant Governor Howie Morales read a formal proclamation declaring May 25, 2025, as Turtleback Mountain Golf & Resort Day throughout the state. He was joined by New Mexico Senator Candice Brantley, Sierra County Commission Chair Travis Day, and Elephant Butte Mayor Phil Mortenson, each offering their own proclamations, resolutions and distinctions, that underscored the significance of the occasion. These proclamations didn't just honor the project—they celebrated the vision and leadership behind it.

That vision belonged to James Prendamano, a name well-known in real estate circles for his transformative developments, but rarely at the forefront. As cameras clicked and applause echoed, it was clear this was a milestone not only for the region but for a man who had long been shaping communities from behind the scenes.

Following the press conference, true to the personal approach of everything Prendamano does, the entire audience joined celebrity golf pro Manolo on the 9th green of the golf course, not for a speech, but with his signature blend of humor and charisma that had the crowd grinning from the start. His playful putting clinic was anything but ordinary, turning into a casual yet perfectly crafted competition filled with light-hearted trash talk and laughter. In a moment that perfectly captured the spirit of the day, elected officials, journalists, and business leaders, circled the green with putter and personal golf ball in hand, gathered around the green, each aiming for the same hole.

At Manolo's cue, dozens of putts were sent rolling at once, colliding, crisscrossing, and clinking with comic precision. The green erupted in laughter, cheers, and friendly banter—at the time, no one really knew who won, and no one cared. It was about shared joy and genuine connection, a Prendamano staple.

The celebration continued with a gourmet luncheon, and presentation of the elaborate trophies to the actual putt winners. That moment carried the same light, optimistic energy—an afternoon of raised glasses, new friendships, and the unmistakable feeling that something special had just begun. Yet, for all the festivity, the moment held a deeper meaning. Turtleback Mountain Golf & Resort wasn't merely a new development—it was a bold symbol of renewal, poised to invigorate the economy, build community, and boost the cultural landscape of southern New Mexico.

For James Prendamano, the moment was deeply personal—a reflection of a journey rooted in humble beginnings on Staten Island, where he learned the ropes of real estate in the tumultuous trenches of a family-run firm, and evolved into the visionary force behind a multimillion-dollar revitalization in one of the Southwest's most overlooked regions.

Defined by resilience, reinvention, and purpose, his path led to this milestone—yet he stood humbly by, soaking in the moment not as a culmination, but as the ignition of something far bigger.

Chapter 2: Can Excellence Exist Without Emotional Fallout?

James Prendamano's story doesn't begin in a skyscraper. It begins in the back seat of a car, waiting quietly while his mother, Casandra, ran from one listing appointment to another across Staten Island. His earliest memories are punctuated by the flicker of overhead office lights at night, the smell of copier toner, and the soft rustle of contracts being reviewed over the phone, often times after midnight. Real estate wasn't just a profession—it was the atmosphere he breathed.

Casandra Zappala was no ordinary mother. She was a powerhouse in the 1980s real estate scene, pushing her way through a male-dominated industry with confidence and unmatched skill. While other moms were packing lunches, Casandra was structuring commercial leases and negotiating land-use deals. James saw it all. The stress, the victories, the quiet tears of exhaustion, and the iron-willed determination that came with blazing trails alone.

“I was a shadow in the corner,” James says. “Absorbing everything without realizing it.”

At age 10, he once sprayed himself in the face with mace while playing in his mother's desk drawer. Paralyzed with pain but afraid to interrupt her meeting, he endured silently until she was done. That moment became a metaphor for much of James's early life—learning to control pain, observe dynamics, and push through discomfort.

But as much as he admired his mother, he quietly questioned the cost of her success. Was building a business supposed to mean breaking yourself? Could excellence exist without emotional fallout? He didn't know it then, but those questions would later shape the way he built his own empire.



The Early Days - James Prendamano Meeting with legal counsel management team regarding a new real estate development in New York



Turtleback Mountain Golf & Resort in Elephant Butte, New Mexico - Golfer Tee Shot

“As cameras clicked and applause echoed, it was clear this was a milestone not only for the region but for a man who had long been shaping communities from behind the scenes.”





(L-R) NM Economic Development Secretary **Rob Black**, NM Lt. Gov. **Howie Morales**, NM State Sen. **Crystal Brantley**, and **James Prendamano** at the press conference announcing Turtleback Mountain Golf & Resort as the 2025–2027 home for the New Mexico Open

### Chapter 3: The Pivot Point – Florida, Independence, and the Birth of a Leader

In his early twenties, James was in freefall. His academic record was inconsistent, and his focus splintered. Seeking a reset, he left New York for Florida to live with his father—a man cut from a different cloth. Where Casandra was driven by instinct and sheer force of will, James's father was structured, methodical, and emotionally reserved. There were few pep- talks and no second chances. Just a directive: Get a job. Figure it out.

What could have been a dead-end became a proving ground. James landed a position at a local children's activity center, Fun to the Max, where he was responsible for supervising birthday parties, cleaning up after sugar-fueled toddlers, and managing logistics most adults would ignore. But James approached the work with a different lens. He studied the business, tracked patterns in package upgrades, noted overhead costs, and began asking questions. Why were some parties more profitable? Where was money being lost? Could operations be improved?

He started keeping a journal—an unofficial business plan for someone else's company. That journal would become the foundation of his entrepreneurial mind. Looking for more responsibility, James applied to Walgreens and was hired as a floor associate. Within a year, he was running one of the chain's busiest regional stores as assistant manager. He supervised a team of over 50 employees, managed multimillion-dollar inventories, and was responsible for payroll, loss prevention, and customer satisfaction. It was his first taste of leadership—and he was hooked.

Walgreens offered him a fast-track promotion and a transfer to manage the expansion of new stores in Texas. But James declined. He had unfinished business, not just with New York, but with his own evolution. He wanted to understand the mechanics of business—not just work inside one. He enrolled at Palm Beach

Community College, where he majored in business and marketing. For the first time, school clicked. He earned a 4.0 GPA, diving deep into case studies, market theory, and behavioral economics.

It was during this time that a call came from New York. His mother wanted him back. Not just as a son—but as a partner. And James, driven by ambition and the desire to prove he was more than just her understudy, said yes.

### Chapter 4: Foundations of Change

Returning to New York was never meant to be temporary. James had grown up in Casandra Properties, and now he was ready to step into its leadership—not as an heir, but as a visionary. When he walked through the door of the office he once roamed as a child, he was no longer the boy waiting patiently while his mother negotiated contracts. He was a strategist, a builder, and a leader in the making.

His mother welcomed him back with guarded optimism. She had built the firm from scratch, and although she respected James's accomplishments, she wasn't ready to hand over the reins just yet. James, on the other hand, had no interest in waiting. He immediately set to work updating the company's systems, branding, and client engagement strategies. He introduced digital tools for listings and marketing, streamlined operations, and began pushing the company into commercial and institutional spaces that had once felt out of reach.

James immersed himself in the nuances of zoning, mastering New York City's labyrinth ULURP (Uniform Land Use Review Procedure) process. He became a contract expeditor, a developer whisperer, and a land-use strategist. Where others saw bureaucracy, James saw possibility.

In every improvement he introduced and every boundary he pushed James was crafting the blueprint of something greater—a vision so original it could no longer fit within the walls of the company he once called home.

### Chapter 5: Roots in the Empire – Prendamano's Vision in New York

From the historic waterfront of Staten Island to the high-stakes boardrooms of New York's real estate community, James proved himself to be a visionary developer and power broker.

One of Prendamano's signature achievements that demonstrated his unique abilities to turn adversity into opportunity was his work on South Shore Commons, a shopping center in Staten Island that faced major vacancies at the height of the COVID-19 crisis. James collaborated with investors to acquire the property and spearheaded his complete reinvention of the center. He revised its footprint to add valuable square footage, strategically recruited national tenants, and brought new life to the space with brands like Sola Spa, Carter's, and Next Level Indoor Golf. His approach not only stabilized tenancy but also future-proofed the asset for long-term success.

Prendamano was also instrumental in the launch of Staten Island Urby, a vibrant, mixed-use waterfront development that reimagined urban living just steps from the Stapleton train station. Working closely with the city, he helped acquire the land, secure key entitlements, and set the stage for one of Staten Island's most exciting residential and commercial projects. With convenient ferry access to Manhattan, Urby now reflects Prendamano's talent for aligning public/private development with broader urban planning goals.

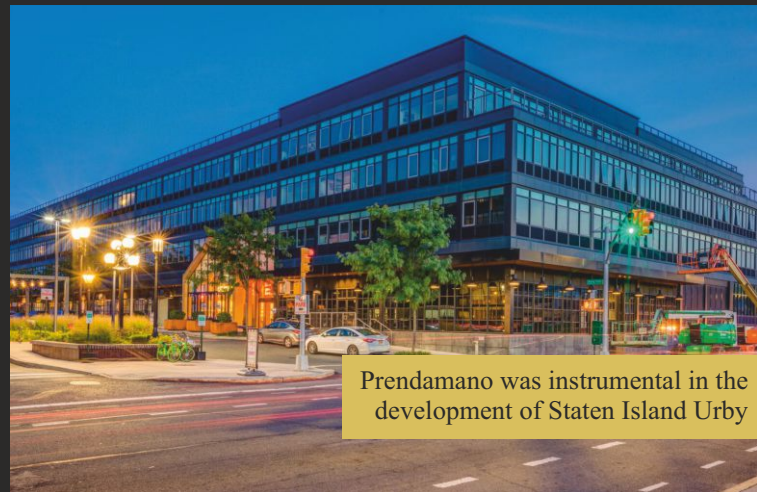
His leadership hasn't gone unnoticed. Prendamano has been appointed by multiple New York City mayors to key municipal panels, including the New York City Panel on

Re-Opening Post-COVID, offering guidance on how to responsibly and effectively navigate the city's economic recovery. He has served in a wide range of influential positions, including the NYC Industrial Development Agency (IDA) Board, Build NYC Resource Corporation, and the Bayley Seton Closure Review Panel. He also serves on the Board of Directors for the Central Family Life Center and the Staten Island Chamber of Commerce, where his insight continues to shape regional economic initiatives. His leadership spans both the public and private sectors—bridging business, community, and government with a unique blend of authenticity and experience.

His accolades are equally impressive. James has been consistently recognized as one of the Top 100 Leaders in Real Estate by the World Real Estate and Construction Forum, as well as a Top 100 Innovator in Real Estate. He is a multi-year CoStar Power Broker, has been featured on the Staten Island Power 100, and named to City & State's Top 100 Power List over several consecutive years. He was honored with the 20 Under 40 Leadership Award from the Staten Island Economic Development Corporation and recognized as one of the Top 10 Boutique Firms in NYC by Commercial Observer.

Additional honors include the Top 31 Business Award, the 2019 Community Lamplight Award, and the Small Business of the Year Award by SIBOC. Between 2016 and 2019, he was also celebrated as one of the City's 50 Most Influential by City & State—a testament to his enduring influence across industries and communities.

From bold development plays to civic engagement, James Prendamano continues to shape the fabric of Staten Island and New York City—project by project, board by board, and vision by vision.



Prendamano was instrumental in the development of Staten Island Urby



Prendamano reinvented South Shore Commons shopping center in Staten Island, stabilized tenancy and future-proofed the asset for long-term success.



Chapter 6: The Mirror and the Shift – Learning to Lead Without Fear

For most of his career, James had operated from a singular drive: prove you can get it done. That fire made him a juggernaut in dealmaking. But it also left wreckage—burned out employees, fractured communication, and missed emotional signals.

The reckoning came slowly, then all at once. Two of his most trusted team members—Rob and Brian—asked him to attend a leadership workshop. It was focused on understanding generational communication styles, particularly how millennials responded to authority.

At first, James rolled his eyes. But in that room, he heard something that would shake his foundation: people operating under fear absorb only 17% of what's being said. He was stunned. That single stat forced James to reevaluate everything: his tone, his expectations, his systems. If his team wasn't receiving his message, how could they possibly align with his vision?

A week later, he walked into a team coaching session, expecting a brainstorming exercise. Instead, he was met with tears. His staff, while deeply loyal, had been emotionally suffocating under his unrelenting standards.

“I thought I was pushing us toward greatness,” James later admitted. “But I realized I was actually dragging people toward burnout.”

From that day forward, James made a commitment to transformation—not just professionally, but personally. He embraced coaching, studied emotional intelligence, and began prioritizing relationship-building as much as revenue.

The company's culture shifted. Staff retention soared. Productivity increased. And most importantly, James began feeling something he hadn't felt in years: peace. Soon, James was managing multi-million-dollar clients—Walgreens, the Archdiocese of New York, Goldman Sachs, Nike, Nordstrom, Gap, and several major developers. The firm's reputation grew—and so did its tension.

Chapter 7: When Vision Outgrew the Walls

While James focused on accelerating growth and innovation, his mother Casandra remained committed to preserving the structure that had built the company's legacy. Executive decisions required mutual agreement, a reflection of their shared history and deep respect for what they had created together. Over time, however,

their visions began to diverge—James saw opportunity in evolution, while Casandra was guided by a desire to protect the essence of what she believed made the company special. As their differing visions for the future became more pronounced, James proposed a thoughtful transition plan—one focused on modernization, service expansion, and a gradual shift in leadership. But for Casandra, the company was the result of decades of tireless work, personal sacrifice, and unshakable belief. Letting go even in part, wasn't something she could do easily. Recognizing that their paths were no longer aligned, James made a difficult decision. “If we can't move forward together,” he told her, “then I need to step away.” That decision marked a turning point—one that would not only reshape his own journey but also expand the boundaries of what was possible in the world of real estate.

Chapter 8: PreReal – The Evolution

When James left Casandra Properties, he didn't just part ways with a company—he set a new course. His departure wasn't about leaving something behind; it was about stepping into something greater. People in the industry followed James not out of obligation, but because they saw in James a leader with the clarity, conviction, and courage to build something entirely new. That vision became PreReal.

Short for "Prendamano Real Estate," PreReal would become more than a boutique brokerage—it would become a testing ground for James's radical new vision of what real estate could be. No more outdated models, no more top-down egos, no more transactional thinking. In its place: creativity, trust, and velocity.

James built the company's foundation around three principles: strategic problem-solving, complete transparency, and client empowerment. These weren't just ideals—they were necessities for tackling the high-complexity deals James was already known for.

Within a year, PreReal became the go-to firm for some of the largest institutional clients in New York. The firm handled development consulting, site acquisition, leasing, and compliance work. It moved with the agility of a startup and the strategic rigor of a global firm. James didn't just want to make PreReal successful—he wanted it to change the game. And it did.

Chapter 9: A Vision Begins - Turtleback, Land, and the Call of the Southwest

By the early 2020s, James Prendamano and his team had accomplished what most in real estate only dream of—over 1,500 successful transactions, more than a million square feet of commercial space leased, and \$1 billion in deals orchestrated from New York to New Mexico. But something shifted during the pandemic.

As the world re-evaluated the meaning of “home” and “community,” so too did James. The towering skyline of Manhattan no longer held the same allure. He felt drawn to something more elemental—more human. He didn't just want to build. He wanted to raise people up. To create places that honored the soul of a community while unlocking its full potential. That calling led him to Sierra County, New Mexico—a hidden gem in the American Southwest, where sweeping desert vistas meet clear blue skies, and the spirit of independence is matched only by the warmth of its people.

Where others saw a rural risk, James saw a rare opportunity. With its untapped tourism, majestic landscape, and welcoming culture, Sierra County was more than a blank canvas. It was a sacred one. And at the center of it stood a fallen icon: Turtleback Mountain Golf & Resort.

Once a beloved regional destination, the resort had slipped into neglect—its clubhouse faded, its championship golf course

overgrown. But James didn't see decay. He saw legacy. He saw possibility. He envisioned Turtleback not just as a golf resort, but as the cornerstone of a new economic engine for Sierra County. A place where lifestyle, recreation, and community could converge.

Through PreReal Investments, and his business partner David Berman, James acquired the property and launched one of the most ambitious revitalization projects of his career. He completely renovated the 18-hole championship golf course, installed new sod and seed, restored the bunkers, rebuilt the decks, and brought in a top-tier management team. The clubhouse was transformed, a new fleet of golf carts deployed, and the entire guest experience elevated to a level Sierra County had never seen.

His timing couldn't have been better. In 2025, the PGA's Sun Country Section announced that Turtleback Mountain Golf & Resort would become the home of the New Mexico Open for three consecutive years—catapulting Sierra County into the national spotlight and validating James' entire strategy.

But James wasn't building a golf resort. He was building hope. As he often says, “This isn't about real estate. This is about reviving belief—in place, in purpose, and in people.”





## Chapter 10: The Sierra County Renaissance — From Real Estate to Renewal

While Turtleback Mountain Golf & Resort is serving as the beating heart of James Prendamano's vision, it is only one part of a much larger story—a story of strategic, deeply empathetic revitalization that spanned every corner of Sierra County. From the moment he set foot in New Mexico, James knew he wasn't just here to develop land. He was here to develop lives.

Rather than bulldozing the past, James approached each property with reverence. He saw history in the adobe walls, opportunity in forgotten lots, and future homes in fields long overlooked. Over the course of just three years, the partnership deployed nearly \$50 million in Sierra County. The portfolio now includes more than 100 assets, ranging from commercial centers and hospitality ventures to land parcels, family homes, and a master-planned residential community. The scope of the work is staggering:

Turtleback Mountain Golf & Resort is undergoing a sweeping transformation between 2025 and 2027, introducing more than 1,300 homes with fiber-optic internet, technology and floorplans to meet requirements for those who work-from-home, and advanced security technology across six thoughtfully designed neighborhoods that prioritize walkability, peacefulness, and community connectivity.

This transformation also includes a resort-style pool, a state-of-the-art fitness facility, a full-service wellness spa, tennis courts, and more pickleball courts than any other location in Sierra County, a children's playground and splash pad, a dog park, and enhanced gated security infrastructure. A new hotel will also be added in 2026/2027.

More than 40 single-family homes throughout Sierra County, are being renovated or built from the ground up through the partnerships' "Local Acquisition & Enhancement Program," which has also created jobs and preserved local architectural character.

More than 15 commercial properties, including hotels, a 77,000-square-foot shopping center, gas stations and retail developments adjacent to I-25.

James' philosophy behind this development is rooted in inclusion. He doesn't believe in closed-door decision-making. His development model prioritizes collaboration with tribal leaders, school boards, environmental groups, and state lawmakers. Concerns about water usage, infrastructure, and cultural sensitivity weren't brushed aside—they were built into the very DNA of each plan.

Every project James envisions, designs, or touches, is required to pass a three-part test: Would it serve the local community? Would it attract sustainable tourism? Would it create long-term, high-quality jobs?

"It's not about pushing a vision through," James explains. "It's about pulling the future forward—together."

By those measures, the ripple effects have been and will continue to be profound. Unemployment is dropping. Tourism revenue is climbing. Local restaurants and shops are experiencing a rebirth. And most importantly, residents feel seen again.

And Sierra County is responding in kind. The region has gone from being ignored by traditional economic models to becoming a national example of rural revitalization done right. With Turtleback Mountain Golf & Resort as the anchor and an inclusive, mission-driven developer at the helm, this once-overlooked community is now standing tall on the national stage.



Cover  
Story

Celebrity Golf Professional *Manolo* Shoots Social Post Photo with James Prendamano at Turtleback Mountain Golf & Resort



Turtleback Mountaing Golf & Resort  
One of the Many Model Homes



Chapter 11: The Heart of It All — Community, Belonging, and the New American Dream

James Prendamano isn't just transforming land—he's transforming lives. His work in Sierra County reflects a deeper mission: to remind people that where you live should lift you up, and that communities thrive when everyone has a place and a purpose. That's why Prendamano's vision is more than a real estate venture. It's a movement. It's about crafting a lifestyle that supports the mind, body, and spirit—with the Turtleback Mountain Golf & Resort as a beautiful backdrop, but connection as the true core.

And yet, James' most powerful work is invisible. It's in the belief he's restored. The conversations he's had. The small businesses he's invested in. The homes he's helped rebuild—not just with bricks, but with purpose.

His commitment hasn't gone unnoticed. Government officials have issued official recognitions praising James for "building a sustainable future where economic development and quality of life go hand in hand." Local leaders credit him for "cultivating a vibrant and thriving community" and "embracing responsible growth."

The numbers tell one part of the story—but the emotion tells the rest. Because when you walk through Turtleback Mountain Golf & Resort today, you don't just see new homes or fresh greens. You see neighbors gathering. Entrepreneurs thriving. You feel momentum—and hope.

As James says, “This is just the beginning.”

Chapter 12: Giving It All Away – The James Prendamano Real Estate Academy

By 2025, James Prendamano had accomplished more in real estate than most do in a lifetime. He'd advised on billions of dollars in transactions, developed communities from New York to New Mexico, and built a reputation as a no-nonsense problem solver and visionary leader. But as his career ascended to new heights, James found himself wrestling with a deeper question: “What good is all of this, if I don't pass it on?”

The answer became his most personal and powerful project yet—The James Prendamano Real Estate Academy.



Elephant Butte Mayor Phil Mortenson presents heart-felt Proclamation to James Pendamano at Turtleback Mountain Golf & Resort during press conference

A Curriculum Rooted in Character

The Academy goes far beyond the mechanics of real estate. Yes, James covers the essentials—land use approvals, complex contracts, underwriting, commercial leasing, negotiation strategies, 1031 exchanges, zoning law, and so much more—but he also dives into the foundation most courses skip: mindset, resilience, emotional intelligence, goal setting, and leadership.

From the very first module, students are asked to do more than memorize tactics—they're invited to excavate their personal "why," confront limiting beliefs, and build a life and career on discipline, not just motivation.

James is front and center in every lesson, and his delivery is raw, unscripted, and refreshingly human. He shares his failures alongside his wins. He speaks not as a guru above, but as a guide beside.

“Leadership isn't about authority,” James teaches. “It's about responsibility. It's about lifting others up. It's about building something that outlasts you.”

For Everyone with a Dream

The Academy serves a broad and diverse audience, but the heartbeat is the same: to empower people with practical tools and honest mentorship, regardless of where they start.

For first-time homebuyers, The Academy offers foundational lessons on how to navigate the market, avoid predatory practices, and build equity with confidence.

For budding residential investors, it demystifies cash flow, deal structuring, and risk mitigation with clarity and compassion.

For aspiring and licensed agents, he shares the exact tools, systems, and scripts that helped him build one of NYC's most respected boutique firms.

For seasoned investors, James explores advanced concepts in land banking, opportunity zones, and decentralization—his personal thesis that helped him anticipate post-pandemic shifts in commercial real estate.

And for entrepreneurs and business leaders, James offers something more rare: a masterclass in how to lead with both strength and softness—how to be a visionary without leaving people behind.

The Soul of a Teacher, the Strategy of a CEO

James often says he's not a teacher by training. But anyone who's watched his videos, read his writings, or been mentored by him will tell you—he was born for this. He's the rare leader who understands the math of a deal and the psychology of the person sitting across the table. He can explain NOI and ROI with the same clarity he uses to explain the difference between leading from fear and leading from purpose. His teachings stick, because they're not just intellectual—they're transformational. As one long-term employee put it, “James didn't just make me better at real estate. He helped me find a way to make me better at being me.”

Legacy, Not Leverage

When asked why he doesn't charge for The Academy, James doesn't hesitate: “Because some of the people who need it most can't afford it. And because impact matters more than income.”

The Academy is James' way of righting what he sees as a broken education system and an exclusive coaching industry. He's not interested in collecting followers—he's building future leaders. Not just deal-makers, but dream-builders. Not just salespeople, but people of substance.

Looking Ahead

James' long-term vision for The Academy is to continually evolve the platform—adding new modules, bringing in more guest experts, translating the content into multiple languages, and forming partnerships with schools, municipalities, and nonprofit organizations. Eventually, he wants to open a brick-and-mortar campus where people can gather, learn, and launch new careers and companies grounded in ethics, excellence, and empathy.

But for now, The James Prendamano Real Estate Academy remains what it was always meant to be: a safe, smart, soulful place to learn. A platform for growth. A legacy of love, born from a life of tenacity. And in giving it all away, James Prendamano is proving something that today's business world sorely needs to hear: “True leadership isn't about what you keep. It's about what you give.”





James Prendamano Being Interviewed for  
The James Prendamano Real Estate  
Academy

### Chapter 13: The Legacy We Build

There's a moment—quiet, unscripted—that defines every great leader.

For James Prendamano, it's the vision of an evening as the sun dips behind Turtleback Mountain, casting a honeyed light across the golf course he had brought back to life. He stands alone on the 9th green, watching a local father and son take practice swings, their laughter echoing across the fairway. Nearby, a young couple snaps engagement photos under the newly restored clubhouse pergola. The sounds of nature become emotion-filled background music. And James—once the boy in the shadow of his mother's desk, once the man clawing his way out from the opinions of others—is standing still.

This wasn't about transactions anymore. It never really was. It was about this. About the lives unfolding in places he helped revive. About the belief restored in a town that almost gave up. About giving people something real—a sense of place, of purpose, of possibility.

In that moment, it was clear: James Prendamano is not building real estate. He is building belonging.

It's easy to measure a leader by the size of their portfolio, the titles they've held, the awards they've won, the deals they've closed. But if you want to understand the true measure of James Prendamano, you'll have to look somewhere else: in the eyes of the single mother who found an affordable home; in the young entrepreneur who got his first lease; in the student who logged into The Academy at 1 a.m. with a dream and found someone who believed in him.

These are the blueprints James is drafting now. Not on paper—but in people. He is a man who stepped away from comfort to stay true to his convictions. A man who transformed life's challenges into a mission that matters. A man who bet everything on a forgotten county because he believed every community deserves a second chance.

James Prendamano has quietly redefined what power in real estate can look like—not extraction, but elevation. Not conquest, but care. He doesn't build to impress. He builds to heal. And while others chase legacy in headlines and high-rises, James is living his in handshakes and homecomings.

James Prendamano is the most influential leader in real estate to watch in 2025—not because of what he's building next, but because of how he's building it: with heart, with vision, and with an unshakable belief in people.

And that kind of leadership doesn't just shape landscapes. It reshapes lives.



The Early Days - James Prendamano Counsels  
Project Manager at a Gap Store in NY