



*"I'm most proud that I have great people that I work with every day, many for more than 20 years, and that I have been able to see them send their kids onto college—to become doctors and lawyers—it has been a fantastic feeling."*

Pericles Notias, Founder, Owner, and CEO of Notias Construction, isn't your average builder/developer. A native New Yorker with a passion for his Greek heritage and his family, Perry has built an amazing organization, grounded in the principles that he learned growing up: hard work, humility, compassion, and keeping your word.

After graduating college with a degree in architecture, Perry landed his first job as an Assistant Project Manager for a small company working on a state correctional

## PERRY NOTIAS

Owner & CEO, Notias Construction

### Impact Award for Housing

Presented by  
Richard Roberts, Red Stone Equity Partners

facility in Liberty, New York. This 6-month stint involved Perry living out of a hotel upstate and working on the site each day. Returning home, he decided that it was best to take control of his future and incorporated Notias Construction on February 7, 1991 without a job on the horizon and no capital to get started. Perry's first office was in his bedroom and he used payphones to submit orders for jobs. He would start with a renovation of a single apartment. In his words, "I started slow."

Perry's first big deal came with Joe Cicciu, of the Belmont Arthur Local Development Corporation in 1999 in the Bronx, who took a chance on a young company. Tribel is a 10-building, 134-unit renovation project, completed in 18 months with total development costs equaling \$12 million. The work was complex and tenants in the buildings needed special attention and care. Perry attributes much of his success to the people over the years who



were willing to take a chance on him, from Joe Cicciu to Peter Magistro of BronxPro, who encouraged him to build his own portfolio of projects, to his cousin Carol Lambos—always there to provide legal counsel, help, and support.

Today, Notias Construction employs over 60 great people and has renovated over 5,000 units and developed and manages over 400 units of new construction. Most importantly, Perry has established a reputation as someone willing to take on difficult jobs, often with tenants in place, treat people with respect, complete work on time and within budget, and always go the extra mile to make sure the work is done to the highest standards.

Perry's humble success with his business is only a fraction of what sets him apart. Perry loves the work that he does, but more than that, he loves his employees. He is most proud that he has a business that allows him to create affordable housing but also to give people opportunities to

work and succeed. With Perry, people come first.

Perry is devoted to his wife and four children. He doesn't miss a sporting event, whether he is a coach or avid supporter, or a chance to have a family dinner. He also undertook the renovation of his family's historic home in Greece on the island of Chios, vacant for more than 60 years and now a focal point for the extended Notias family.

One definition of rehabilitation is "to invest again with dignity." Perry does this every day in everything he does.

