

Marc Betesh, Esq., MCR.h



FOUNDER, CHAIRMAN & CEO OF VISUAL LEASE

Marc Betesh is the founder, chairman and CEO of Visual Lease, the leader in lease accounting and management software.

After receiving his BA from Temple University and his JD from Georgetown University, Betesh practiced law in New York City where he negotiated commercial leases. As an attorney, Betesh became widely recognized as a leading expert on commercial lease negotiation, lease interpretation and expense reimbursement clauses. During this time, Betesh conceived the idea of lease auditing and introduced it to the commercial real estate industry which led him to creating his two companies, KBA Lease Services, a New Jersey-based commercial brokerage company (1985) and Visual Lease (1996). Betesh was instrumental in shaping the foundation of lease accounting standards in the industry, which are still in practice today, making him a thought leader in the space on the standards including GASB 87, ASC 842 and IFRS 16.

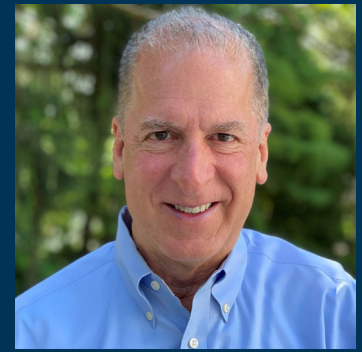
Betesh started his companies with a vision to use technology to improve the management and performance of leases, which was ahead of its time for the industry. Visual Lease provides lease management software that help companies access, analyze and report on their leased asset portfolios, including both real estate and equipment leases. Under his leadership, Visual Lease has increased its client roster to serve more than 700 of the largest publicly-traded and privately-owned companies across the country.

Visual Lease currently employs more than 120 people and grew its revenue by 85% YoY in 2019 alone. The company has been honored with several industry awards including NJBIZ Best Places to Work 2020 and CFO Tech Outlook: Top Accounting Solution 2020, among others. Over the past 25 years, the company has supported more than 268,000 leases, including for some of the top Fortune 500 companies across industries including retail, manufacturing and healthcare.

Betesh is regarded as “top-rated faculty” at CoreNet Global Learning and often lectures on lease topics at New York University's Real Estate Institute, AECRE, American Bar Association, Association of the Bar of the City of New York, Practising Law Institute, ICSC and the Institute of Internal Auditors. He is also an active member of the New York and New Jersey Bar Associations.

About Visual Lease

Visual Lease provides lease accounting and lease administration software solutions to help companies manage, analyze and report on their leased asset portfolios, including real estate, equipment and more. The company's SaaS platform combines GAAP, IFRS and GASB-compliant lease accounting controls with sophisticated and flexible lease portfolio administration. Over 700 of the largest publicly-traded and privately-owned corporations, retailers, hospitals and institutions around the globe rely on Visual Lease's cloud-based SaaS platform to meet operational and compliance requirements. For more information, please visit visuallease.com.



Awards

NJBIZ: Best Places to Work 2020 (Visual Lease)

CFO Tech Outlook: Top Accounting Solution 2020

Lorman Education Services: Distinguished Faculty

Property & Probate Magazine: Excellence in Writing Award - Best Practical Use Article in Real Estate

2019 Finalist for EY Entrepreneur of the Year New Jersey Award

Recent Media Coverage

Bloomberg: [Retail Rent Breaks from Pandemic Add to Accounting Turmoil](#)

NASDAQ Trade Talks: [TradeTalks: How is #COVID19 impacting commercial lease agreements?](#)

MarketWatch: [Dispatches from a Pandemic: 'I could be home for 3 weeks. I could be home for 4 days. I have no idea.' This plumber is struggling to pay rent, despite being an 'essential worker'](#)

FEI: [Lease Accounting Takes a Back Seat as Companies Look to Rebuild](#)

GlobeSt: [Companies Are Mostly Still Paying Rent...For Now](#)

[Increased Lease Modifications Calls For Tech](#)

AccountingWEB: [Private Companies Shouldn't Press Pause Amidst Covid-19 Driven FASB Delays](#)

Areas of Expertise

Commercial Real Estate Law: lease negotiations and interpretation

Lease Auditing & Accounting

Lease Administration Services (real estate and equipment)

GASB 87, ASC 842 and IFRS 16 Compliance Standards

Advancement of technology to improve the management and performance of leases

Leading a high-growth software company