

Marc Betesh, Esq., MCR.h/

Founder, Chairman & CEO of Visual Lease

Marc Betesh is the founder, chairman and CEO of Visual Lease, the #1 lease optimization software for managing, analyzing, streamlining and reporting on lease portfolios.

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, he conceived the idea of lease auditing and introduced it to the commercial real estate industry, which led him to create his two companies: KBA Lease Services (1985), the industry leader in lease analysis and auditing and Visual Lease (1996), the leading lease accounting and lease management software provider. 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 helps 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 130 people. In 2020, the organization reported a 22 percent increase in revenue year-over-year, making it the third straight year that Visual Lease experienced double-digit growth. The company has been honored with several industry awards, including NJBIZ Best Places to Work 2020 and CFO Tech Outlook: Top Accounting Solutions 2020, among others. In 2020, Visual Lease was also recognized within the top 10 percent on the Inc. 5000 list of fastest-growing companies in America and the top third of high-growth companies on the Deloitte Technology Fast 500™.

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 is the #1 lease optimization software for managing, analyzing, streamlining and reporting on lease portfolios. Developed by industry-leading lease professionals and CPAs, it combines GAAP, IFRS and GASB-compliant lease accounting controls with easy, flexible and automated lease management processes. More than 700 of the world's largest publicly traded and privately-owned corporations rely on Visual Lease to control their lease portfolios, integrate with their existing business systems and maintain regulatory compliance. Committed to ongoing innovation and unparalleled customer service, Visual Lease helps organizations transform their lease compliance requirements into financial opportunities. For more information, visit visuallease.com.



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Recent media coverage

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- **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'](#)

Awards

- Inc. 5000 Fastest-Growing Companies in 2020 (Visual Lease)
- Deloitte's Technology Fast 500™ in 2020 (Visual Lease)
- New Jersey's 50 Fastest Growing Companies in 2020 (Visual Lease)
- 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

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 compliances standards
- Advancement of technology to improve the management and performance of leases
- Leading a high-growth software company