



MAXWELL GREENGRASS

LICENSED NYS REAL ESTATE SALESPERSON

Areas of Expertise:
Manhattan, Tri State Area

Areas of Specialization:
Retail Brokerage (Tenant & Owner
Representation), Advisory Services

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PROFILE SUMMARY

Professional Experience

Maxwell Greengrass joined WRG; Winick Realty Group in 2020 following a successful career in sports and entertainment management.

In his role, Maxwell is poised to help landlords and tenants navigate the retail leasing environment throughout New York City. As a native New Yorker, Maxwell has developed a true understanding of the fabric and culture of New York City. Coming from a family of prominent restaurateurs, he has intimate knowledge of the retail landscape of the city, which further reinforces his unique perspective. He has served as a leasing agent on behalf of TF Cornerstone and participated in a summer internship program in RKF's commercial real estate division.

Prior to his tenure at Winick Realty Group, he worked with a variety of athletes, teams and brands across various professional sports leagues assisting in business development, brand strategy and sponsorship sales. This experience allowed him to gain valuable skills with regard to marketing, relationship building, negotiations and client relations.

FEATURE ACHIEVEMENTS

Awards & Recognition

In addition, he has advised many sports properties, throughout the country, assisting on both a multi-million dollar arena naming rights deal and brokering one of the first NBA jersey patch brand partnerships.

Maxwell is a graduate of Indiana University, where he earned a Bachelor's degree in Journalism.