



MAXWELL GREENGRASS

ASSOCIATE

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 Winick Realty Group's Agent Training Program in 2020 following a successful career in sports and entertainment management.

In his role, Mr. Greengrass is poised to help landlords and tenants navigate the retail leasing environment throughout New York City. As a native New Yorker, Mr. Greengrass 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. 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.

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