



## **SCG Retail welcomes Gedinsky as senior associate focused on landlord leasing**

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Manhattan, NY SCG Retail, a division of The Shopping Center Group, has hired Kelly Gedinsky as a senior associate focused on landlord leasing. Gedinsky is a 12-year veteran, formerly at Winick Realty Group, LLC, where she leased nearly a million s/f of retail representing some of the city's largest landlords.

"Kelly brings a deep understanding of retail leasing transactions in the city," said Jeff Pandolfo, head of leasing for SCG Retail. "She's part of a strategic plan to build upon the success we've had exclusively representing hundreds of landlords through-out Manhattan, including such high-profile properties as Industry City, a six million s/f re-development in Brooklyn, and Tangram, a 1.2 million s/f development in Flushing, Queens."

At Winick, Gedinsky's first assignment was working on the 400,000 s/f, ground-up development on the Upper West Side, Columbus Sq. "Being immersed in a new construction project on day one," said Kelly, "provided an education into retailer's needs regarding store layout, engineering and infrastructure, all of which were not typically addressed in Manhattan retail leases." She said, "As a native New Yorker, I grew up watching retail evolve. It gave me an intrinsic understanding of how location impacted tenant success."

Gedinsky is not just one of the most successful female brokers in the city, she's one of the top brokers. Already a Commercial Observer '20 to Watch' and '30 Under 30,' a CoStar Power Broker as well as Sokol Media's 'Top Women in Real Estate,' she's keen to help elevate SCG Retail's impact with the city's landlords and developers. "I joined SCG because they not only have a great reputation of delivering for tenants, but because of the tremendous amount of growth opportunity on the landlord's side of the business. Separately, I wanted to be a part of a company that has national and international relationships with the ability to provide boutique personal services."

SCG Retail was created in 2011 after Northwest Atlantic merged with the Atlanta based The Shopping Center Group. The Manhattan office was opened in 2012 and has doubled in size twice since. "We continue to invest here in NYC," said Sam Latone, president and co-CEO of The Shopping Center Group, "because our business has grown tremendously due to the focus on retaining and recruiting outstanding talent like Kelly." Our ability to attract top performers is a strategic strength that continues to pay huge dividends for us and our clients."

"We recognize that historically our reputation was built on tenant representation," said David

Firestein, managing partner of SCG Retail, “but that’s been changing over the past five years. Currently, we represent over one million square feet of retail in Manhattan, Brooklyn and Queens, along with a strong institutional investment sales team that is working the entire tri-state region. Kelly was brought on board to cultivate the existing landlord relationships and to proactively increase the business.”

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