



Gleicher of Winick: Never take "no" for an answer

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Age: 28

Title: Broker

Company/firm: Winick Realty Group

Years with company/firm: 6

Years in field: 6

Years in real estate industry: 6

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Which professional accomplishment, honor or achievement has meant the most to you and why?

In this business, every deal, regardless of the square footage or the tenant, is an accomplishment in and of itself. That said, one recent deal in particular that meant a lot to me was securing Buffalo Wild Wings' flagship location in Times Sq.

After several years of scouting the market, we were able to find them a Midtown location on West 47th St. that satisfies all of their requirements, especially the ceiling heights and the stadium feel that their guests have come to know the chain for throughout all of its restaurants.

What advice would you give to those just starting out in commercial real estate?

I began my retail real estate career when the market was starting its downfall. This was a blessing and a curse as deals were hard to come by and it took true grit to be able to work 24/7 and learn in those tough market conditions. Even when the market is "healthy," young brokers have to realize that your work ethic is the most important thing.

You have to strive to be the best and make sure you're always available to your clients, going outside the bounds of your job description whenever necessary. It's easy to get rejected so you must be persistent and never take "no" for an answer.

How do you manage your personal and work life?

What personal life? We only have our youth once and in order to be young and successful, you've got to be there for your clients 24/7. That's not to say that I don't get the opportunity to relax and play golf but in this industry, we are always on call and that's something I truly love and enjoy.

My mentor is Jeff Winick. He is the one individual who I credit with both who I am today and where I can be tomorrow. After graduating from Duke in 2008, Jeff Winick invested his business, time and

energy to train me as a broker and as a man.

In any industry, true dealmakers are few and far between and Jeff Winick is the definition of one of the best dealmakers in New York.

Where would you like to be 10 years from today?

In ten years, I still want to be talking to you and being considered "young and established."

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