



Martinez joins Urban Compass as director of sales and business development

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Technology-driven real estate brokerage platform Urban Compass revealed it is continuing its national expansion with the hiring of top-producing sales manager Gene Martinez to lead the firm's efforts to build its presence in Miami. The announcement reflects a continuation in the company's strategy to harness the full power of its scalable technology to expand into key markets throughout the United States.

Effective immediately, Martinez joins Urban Compass as director of sales and business development, Miami and Washington, D.C. With more than 16 years of residential real estate experience, Martinez is highly regarded as one of the industry's most effective brokerage managers. He most recently served as the head of The Corcoran Group's SoHo office, ranked the second most profitable office out of more than 700 offices owned by parent company, NRT.

In his new role, Martinez will work to establish Urban Compass' Miami office and oversee the sales managers for all of the firm's expansion markets. In Washington, D.C., which Urban Compass entered last year, Martinez will work with Lindsay Reishman, President of Urban Compass Washington, D.C., on training, recruiting and talent retention.

"In founding Urban Compass, we set out to build a different kind of residential brokerage, integrating the best of the best across real estate, technology, and business to empower our agents and improve the real estate experience for our clients," commented Robert Reffkin, Founder and CEO of Urban Compass. "As a dynamic global hub for investors and one of the fastest-growing markets in the country, Miami is critical to our expansion strategy. We will look to build our Miami presence with a disciplined approach to high-level recruiting and the development of superior technology and marketing solutions."

Added Reffkin: "Gene is the ideal person to help drive the continued expansion of our differentiated model into new markets. His proven track record and management style is highly compatible with our collaborative, agent-first culture, and we look forward to the significant contributions he will make to growing our organization."

Before joining Urban Compass, Martinez spent the entirety of his real estate career at The Corcoran Group, starting as an agent in the firm's Upper West Side office before being named Senior Managing Director of the company's SoHo office. As head of the SoHo office, Martinez doubled the size of the office's sales force to 150 agents, and was responsible for managing the day-to-day office operations, including coaching, recruiting and retention. In 2014, Martinez was appointed by New York Governor Andrew Cuomo to the State Board of Real Property Tax Services.

Prior to starting his career in real estate, Martinez owned and operated a successful artist and photographer representation agency with offices in New York City and Miami.

"Having spent my entire real estate career with one firm up until this point, my decision to join Urban Compass was driven largely by its exceptional people, the clarity of its mission, and the exciting opportunity to take my career to the next level," commented Martinez. "I grew up in Miami, so relocating to build Urban Compass' Miami office is somewhat of a homecoming for me. At the same time, I will be able to help shape and grow the firm's presence in all of its expansion markets, affording me the opportunity to take on new challenges in building a national sales team."

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