



Young & Established: Heicklen of Winick: Greatly influenced by Jeff Winick

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Name: Robert Heicklen

Title: Licensed Salesperson

Company/firm: Winick Realty Group

Year Company was founded: 1982

Years with company/firm: Three

Years in field: Three

Years in real estate industry: Three

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Real estate organizations / affiliations: ICSC

Who in the commercial real estate industry do you admire most? And why?

Jeff Winick. Jeff has groomed me to see parts of the deal that on the surface seem irrelevant, but at the end often become the final negotiating point in executing a deal. To me, he is the definition of work ethic, which is always something I look for in a mentor and something that has started to filter down to the people I oversee on a daily basis. Our industry requires such a copious amount of dedication and that causes a lot of people to burn out and often find other work. But even after 35 years at the top, Jeff's passion keeps him fully engaged with every client and every deal, no matter how big or small. That is ADMIRABLE and something I feel very fortunate to be a part of.

What is the best advice you ever received? What's the next big project you want to tackle?

"Every accomplishment starts with a decision to try." I have been fortunate enough to handle just about every type of lease on behalf of both tenants and landlords, including wet uses, dry uses, national retailers, local retailers, direct leases, subleases, renewals, relocations, buy-outs, and more. This exposure has trained me to understand the needs of both sides of the transaction. Now that I feel confident in my skills to make the deal happen, I would really like to get more involved in the design aspect of my next big project. Knowing what the retailers want, I really would like to try my hand in creating space for retailers that is impactful and efficient.

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