



## **Westbridge Realty Group hires Rossland to head sales division**

October 16, 2018 - Front Section

New York, NY Westbridge Realty Group has hired former Eastern Consolidated Sales Manager Alexandra Rossland to head the sales division.

Rossland will be responsible for broker training, on-boarding and professional development. Before joining Westbridge, Rossland was the sales manager at Eastern Consolidated where she provided professional development in the Investment Sales, Retail Leasing, and Capital Advisory divisions.

“We are thrilled to welcome Ali to the team,” said Westbridge Realty Group’s president Steven Westreich. “Ali brings a unique skill set that will enable our brokers to maximize their potential and help navigate the firm through a period of rapid expansion we are currently undergoing.”

Prior to this role, she was a director in the investment sales division at Eastern Consolidated, specializing in the sale and acquisition of all commercial properties throughout New York City with an emphasis on the multifamily assets in Brooklyn.

Over two years at Eastern, she was responsible for over \$100 million of transactions in New York City, and was instrumental in the \$52 million sale of a 63-unit, new construction, residential rental building at 341 Eastern Parkway in Crown Heights, Brooklyn.

“The opportunity for growth at Westbridge appealed to me and the impact I felt that I could make,” said Rossland. “The company’s small team has brokered over 50 deals by this summer. I felt that I could come in and be the gasoline to a fire that’s already burning hot. The company’s unique platform and high-performance culture, combined with my experience in scaling brokerage teams is going to be a winning combo.”

Before joining Eastern Consolidated, Rossland was an associate at GFI Capital, a New York City investment sales firm, where she sold multifamily buildings in Brooklyn and Queens. Prior to that, her real estate career first began as an agent at Metro Realty Corp, a residential and commercial brokerage in Boston, where she rented residential properties.

For the last 10 years outside of her profession, Rossland continues to volunteer her time to help fundraise for the Ovarian Cancer Research Fund Alliance (OCRFA), a research and advocacy group. “It’s an opportunity to use my skills to help get money for research, education, and support for those afflicted by cancer” said Rossland.

Rosslund graduated from Boston University with a bachelor's degree in psychology.

Westbridge Realty Group is a full-service real estate investment sales and advisory firm based in New York City. Handling acquisitions and dispositions on behalf of investors and developers, Westbridge concentrates on middle-market multi-family, mixed-use, and development properties in Manhattan and the surrounding boroughs. Westbridge has recently emerged as one of the most active brokerage companies in the market, boasting to have closed at least one transaction every week of 2018.

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