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2020 Ones to Watch: Bill Strassman, TerraCRG

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Name: Bill Strassman

Company: TerraCRG

Title: Associate, Retail Leasing

Education: Trinity College; B.A. in Economics with a minor in Environmental Science

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

I had an interesting start to my career as I became licensed while I was away at college and began interning for TerraCRG on my breaks. Before my last semester, we decided I could do a lot of my work remotely, so I took the lead on two transactions and followed both deals to closing which was certainly a pivotal time in the advancement of my career. My team and I were able to identify spaces for Johnny’s Chop Shop in Williamsburg and Hana Makgoelli’s brewery in Greenpoint. Completing those deals was an immensely valuable learning process that set me up for success now that I am full-time and taking on more complex deals.

What do you like most about your job?

One of my favorite things about my job is working with best-in-class tenants who are extremely passionate about their specific industry. Whether we are working with a certified Cicerone (beer sommelier) to open up a craft beer tap room, a gin distiller looking for a production and venue space, or a well-known bakery looking to open a boutique café, we are often involved in cutting edge concepts with some of the most talented or knowledgeable people within that unique industry. These types of operators make the leasing process exciting for us.

What led you to your current profession?

Growing up in Westchester, I would always come into Manhattan where I eventually moved after high school. I fell in love with living here because one of the things that makes New York so great is the unique real estate industry and I knew I wanted to be a part of it. I focused on breaking into commercial brokerage because of how fast-paced it is and the fact that no two days are ever the same. Interacting with different people, working off-site, and getting to really explore spaces and places made this career path very attractive.

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