



2021 Ones to Watch: Greg Melanson, B6 Real Estate Advisors

April 20, 2021 - Spotlights

Name: Greg Melanson

Title: Director, Investment Sales

Company Name: B6 Real Estate Advisors

Real estate associations or organizations that you are currently a member of:

REBNY; Covenant House; Project Destined

What recent project, transaction or accomplishment are you most proud of?

I had the distinct pleasure of representing Bristol Associates exclusively in the sale of 224 Brighton Beach Ave., an incredibly well located nine-unit retail strip occupying a square block on Brighton Beach Ave. On one side of this transaction, we had Bristol Associates, the third and fourth generation descendants of the original owners of the property who had compassionately managed this property for over 80 years. On the other side of this transaction, RW Real Estate Group as the ultimate buyer is headed by Alex Weiss, who grew up two blocks away from the property as an immigrant from Ukraine. I was deeply humbled to be able to shepherd this property from one cycle of its life to the next. On one side, I'm representing the end of a long and prosperous era, and on the other side, the realization of the American dream.

How do you keep your team motivated despite conflicts and obstacles?

The most important thing in brokerage is to maintain a level head and a consistent approach to the job. That can manifest itself in a lot of different ways, but I believe the more structure we can incorporate into our day to day, the better equipped we are as salespeople to do our job. It is so crucial to compartmentalize aspects of the job, because you can get discouraged in the unknown, the gray areas where you're not entirely sure what to do. In terms of overcoming conflicts and obstacles, it's no different than personal relationships, communicate early and often. Make sure everyone is on the same page before things get out of hand, misconstrued, and someone is let down by the outcome.

Who was/is your mentor and how did s/he influence/help you in your career?

When I first started at Marcus & Millichap in 2016, I knew nothing about brokerage, Brooklyn, or real estate in general. I owe a huge debt of gratitude to John Horowitz, the regional manager of the Marcus & Millichap Brooklyn office. John took me from a green kid, straight out of college in New Hampshire, never lived in New York, to being a market expert in South Brooklyn's real estate

market. At the same time, I must credit Michael Cimino for showing me so much in this business; from making a cold call to running a deal and seeing it through from listing, contract, and closing. Mike really made my job not only successful, but also fun in the process.

How do you contribute to your community or your profession?

I, like many other members of B6, have the pleasure of being involved in the Covenant House Charity, which provides housing and support services to people who need it most. I think in the beginning of my career giving back was something I didn't think about much, but today I truly appreciate the importance of giving back and it makes me feel proud of the impact I can make.

What did you want to be when you grew up?

My grandfather, God rest his soul, had a fond memory of me. When I was five, he asked my older brother what he wanted to be when he grew up to which my brother said, "I want to play for the Detroit Red Wings" and when the same question was asked of me, I replied "I want to own the Detroit Red Wings."

What led you to your current profession?

My parents have run a residential brokerage in my hometown of Wolfeboro, NH for 30+ years. I've been exposed to the industry my entire life and I understood the lifestyle of a commission-based, sales job from an early age. After graduating from Elon University in North Carolina I knew I enjoyed the investment side of commercial real estate and sales, as opposed to leasing.

Top three things on your bucket list:

Learn a new language; play Augusta National; and get my master's degree.

Favorite Quote

"If you tell the truth, you don't have to remember anything." - Mark Twain

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