



Gregory Goldberg, Meridian Capital Group – Retail Leasing

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Name: Gregory Goldberg

Title: Director

Company Name: Meridian Capital Group – Retail Leasing

How do you contribute to your community or your profession?

I take pride in having a relationship with my clients, both landlords and tenants, and I have a passion for helping them. I take time every week to either go on a walk, sit down for coffee, lunch, or martinis at Hillstone with them because I genuinely enjoy developing relationships with them. We catch up and discuss how business is going, where/when they are looking to expand, and talk about life in general. After two years with limited in-person contact, it's good to be out there again bringing the city back to life.

What led you to your current profession?

My brother-in-law, Greg Kalikow was the one who first got me into real estate. As part of the fourth generation of his family's real estate business, it is immensely valuable to me to join in his expertise and knowledge of the industry.

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

I am most proud of my consistent activity in the lower Manhattan market. Ever since the onset of COVID, I've been hyper-focused on bringing valuable tenants to the East Village, West Village, NoHo, and SoHo neighborhoods to do my part in enriching Manhattan. I've hit a sweet spot with my past 20 deals being done exclusively in those neighborhoods. The spaces range from 200-20,000 s/f and are a mix of retail, restaurant, and office deals. A recent project/listing I am marketing with Rybak Development at 24 First Ave. is the most unique space I've seen thus far in the East Village/Lower East Side. The space includes 5,000 s/f below grade, 12' ceilings, and a skylight fit for SoHo—there is nothing like it on the market making it an F&B operator's dream.

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

In business—I would have to thank my senior broker, James Famularo. I've been working with him since my first day in retail leasing on January 12, 2015, and he has been my mentor since day one. James has taught me that deals take a lot of behind-the-scenes work, and that each deal is a process. He taught me how to lay the groundwork with doing the simple things such as cold calling, researching, following up and being persistent. He set me up for success and 'passed the torch' granting me the opportunity to pass along his wisdom to the team that I currently run at Meridian.

In life—I wouldn't be the man I am today without my mother. From an early age she taught me to always have a firm handshake and that you never know until you ask. This advice has played a key role in my success in business.

Top three things on your bucket list:

Get my pilots license; see the Northern Lights; and learn to tie a bowtie

Favorite quote:

“Don’t be afraid of being outnumbered...Eagles fly alone, pigeons flock together.”

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