



2022 Industry Leaders: Grant Greenspan, Kaufman Organization

September 27, 2022 - Spotlights



Nominee's Name & Job Title: Grant Greenspan, Principal

Nominee's Company/Affiliation: Kaufman Organization

Nominee's City & State of Employment: New York, New York

Describe what you would consider to be ONE of your top career highlights:

One of my top career highlights is the acquisition of 100 Fifth Ave. in 2010. I worked to reposition this building and within a two-year time frame was able to sell the building for approximately 56% gross return.

What was the most difficult experience you have encountered as a leader?

The last two years have been the most difficult for me as a leader. It has been important to keep a positive mindset and serve as a support network for younger individuals in real estate who are worried about the future.

What advice would you give the next generation of leaders in your industry?

Be versatile and have an open mind. Don't be afraid to be all you can be and push others to reach their full potential. Two important skills to focus on are patience and problem solving. Lastly, don't rely solely on social media to network. Build relationships through personal contact.

What is your management style?

My management style consists of high-level communication, transparency and being proactive. When it comes to both clients and team members, I believe it is best to anticipate their questions and share all available information. It is also important to hire people that complement my weaknesses and channel their energy appropriately.

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