



Crescendom holds New York launch event

June 27, 2023 - Front Section

(L to R) Alan Segan, Bob Knakal, Roy Abrams

Manhattan, NY RED CONNECT, a real estate networking event dedicated to connecting, supporting, and promoting individuals and businesses in the real estate industry, held a launch event for Crescendom on June 15, 2023, at the Dream Hotel PHD.

The perfect spring evening brought together over 700 real estate professionals in the New York Metropolitan region to hear valuable insights into the future of an exciting commercial real estate platform. Roy Abrams, founder and executive chairman of Crescendom, presented an AI powered business network for commercial real estate professionals. Abrams has previously built two technology companies and completed over fifty projects worldwide with a total value of over \$5 billion. Crescendom brings a new approach to the commercial real estate industry.

“Crescendom is a platform that aggregates professionals, vendors and critical market data with all the tools for networking, prospecting, sourcing, brand development, and influence,” said Abrams.

Bob Knakal of JLL served as the interviewer for the evening. Knakal was the former chairman and co-founder of Massey Knakal Realty Services, and joined JLL in September 2018, as senior managing director and head of the New York private capital group.

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