



2024 Ones to Watch - Innovators in CRE: Greg Corbin, Northgate Real Estate Group

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Greg Corbin

Greg Corbin has led his team for six years, at a previous firm and now under its own banner as Northgate Real Estate Group, with a primary focus on origination, deal-making, business development, and company branding. In addition to actively working on deals and overseeing transactions, Corbin manages the firm and works closely with agents, enhancing their expertise in bankruptcy, foreclosure, and distressed assets. His team includes brokers, agents, marketing and graphics designers, analysts, and associates. Corbin's leadership spans day-to-day operations and creating a collaborative environment that drives successful outcomes in distressed asset transactions.

Innovative Solution:

In today's distressed market, we've adapted to handle not only the sale of troubled assets but the sale of non-performing loans, as well as the workout and restructuring of debt. Having represented both lenders and borrowers extensively over the years, we have a deep understanding of each side's desired outcomes — whether it's maximizing recovery through a disposition or preserving the loan to let the borrower maintain control of the asset. This dual approach allows us to craft solutions that align with both parties' goals and move transactions forward successfully.

Innovative Outlook:

The biggest opportunities for innovation in commercial real estate lie in leveraging technology. Advanced data analysis, enhanced client reporting, and virtual tours are game-changers, saving significant time and reducing the need for administrative tasks and physical property visits. AI and tools like ChatGPT reduce the time spent on tasks like asset evaluations, data entry, and creating marketing materials. These tools also streamline processes like signing NDAs, accessing data rooms, and submitting offers, freeing up valuable time for brokers to focus on high-impact aspects of deal-making and client relationships.

“15 years ago, Greg realized there was a distinct lack of real estate brokers who specialized in distressed assets, mainly properties in bankruptcy and foreclosure. In order to best serve the property owners, lenders, attorneys, trustees, and special servicers who needed a broker with specialized expertise in this niche, he spent an incredible amount of time researching and speaking with the most knowledgeable bankruptcy and foreclosure professionals. From his initial insight in 2008, he grew the business, and is now the most sought after expert in the field.” - Chaya Milworn, Northgate Real Estate Group.

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