



## **2024 Year in Review: Christopher McCarthy, Keller Williams Realty Greater Rochester**

December 31, 2024 - Spotlights



Christopher McCarthy  
Retail & Attractions Real Estate Salesperson

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

KW COMMERCIAL, a division of Keller Williams Realty Greater Rochester, has won the assignment to be the exclusive representative of the 170-acre mixed-use themed development adjacent to NASCAR's top venue to race enthusiasts, Watkins Glen International Race Track. I will lead the development plans for the independently-owned concept that echoes the area's lifestyles of the car collector and racing enthusiasts. The project will be rolled out in a multi-phase construction effort supported by KW COMMERCIAL with additional worldwide support from KW Sports + Entertainment. This project will enhance the multi-seasonal interest of the Watkins Glen area, adding to the Finger Lakes Region's reputation as a vacation destination.

What emerging trends will drive investment and development in 2025?

We have seen the continuation of interest from developers and hospitality operators from downstate and out of state in the Finger Lakes Region. The region is a fun and affordable vacation destination, with an abundance of lakefront properties and activities, combined with globally recognized wineries and breweries, making it an ideal location for hospitality and resort developments.

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