



Greenberg launches Up Ventures in Manhattan

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Tony Greenberg has launched his new company, Up Ventures. Greenberg's real estate development and investment company will have a near term focus on retail properties in the area that will be developed to outperform during a period marked by slow growth and the risk of increasing inflation.

"The economic landscape has changed. By properly positioning properties to survive a period of higher inflation Up Ventures is positioning its investors for superior real rates of return," said Greenberg, president and CEO of Up Ventures.

The company's first project is to reinvent the Eastern world-concept of converting a mid-rise property into a multi storied, restaurant building. The property will be a social destination with buzz worthy dining at its core, elevated by progressive architecture, engaging design and intelligent technology. In the city, restaurants are currently closing by the dozens because their operational costs and expenses are too high. While most restaurants in New York have traditionally desired to be on the ground floor because of street level awareness, this building will be a destination in its own right, allowing tenants to forgo inflated ground floor rental prices.

"My intention is to utilize technology in all of my projects to enhance the experience and interaction visitors have with the destination," said Greenberg. "Further, all of my buildings will be lifestyle focused. Whether it's a restaurant or a retail development, the building itself will be a major lure for the tenant and the tenant's customers."

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