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## Broker Shows His Strength With Industrial Properties

GARY R. BLUM

**NEW POSITION:** Director of conversion development at Greiner-Maltz in Long Island City, an industrial, commercial and retail real estate firm. Hired six months ago, Blum will lead a team of brokers in focusing on underutilized industrial properties in Queens, Brooklyn and the Bronx.

**DETAILS OF HIS PROFESSION:** "I took industrial properties, as a broker, and convinced owners that there was a higher and better use for the property. . . . We're converting industrial properties to different uses . . . which generally means you try to make the owners as much money as possible."

**WHAT HE LIKES ABOUT THE INDUSTRY:**

Soon after graduating from the University of Maryland with a master's degree in business communications, Blum joined the real estate industry. "I decided . . . that sales was a way that could be exciting, could be a good money profession, could be interesting."

**CHALLENGES:** "Bringing a buyer and seller together and ultimately making a deal because that's a long, tough process. . . . A lot of times in this business, you work and work and never get anywhere."

**AGE:** 47.

**JUST FOR FUN:** Blum is a big sports fan. He enjoys playing tennis, working out and traveling.

**BIGGEST CHANGE SEEN IN THE INDUSTRY:** "In the Queens marketplace, luckily, I was able to notice what was going to be changing very early, about 10, 12 years ago, and started taking some of these old industrial properties, and I saw higher and better use. I saw retail potential and that has come to fruition."

**BIGGEST PET PEEVE:** "People who are illogical. I'm big on logic and things that make sense."



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— Tommi Jackson