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Newmark hires five retail real estate experts

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Shown (from left) are: Alden Bush, Greg Covey, Matt Curtin, Ela Hazar and Nicole Nielsen

Boston, MA Newmark Group, Inc. (Newmark) have hired five retail real estate experts — executive managing director Matt Curtin, senior managing director Greg Covey, and directors Nicole Nielsen, Alden Bush and Ela Hazar. These professionals form Newmark’s Urban Retail Group, specializing in retail tenant and landlord representation in the city; Curtin and Covey co-lead the team.

With a combined 70 years of brokerage experience and 14 years of in-house landlord/developer and retailer experience, the group brings together a remarkable blend of expertise, perspectives, and industry knowledge. Together, Newmark’s Urban Retail Group members have executed more than 100 retail transactions and currently represent a list of more than 60 clients, comprised of national and regional shopping, dining and wellness brands.

Curtin has led the group since 2015 and has more than two decades of experience in the retail real estate industry. He began his career in 2002 at The Dartmouth Company, where he spent 12 years working on urban and suburban landlord and tenant assignments. He later served as a senior real estate manager at Apple in Cupertino, California, handling real estate throughout the United States and Australia. Curtin, as well as Nielsen, Bush and Hazar, join Newmark from CBRE.

Covey has co-led the group with Curtin since 2020. He brings over 18 years of industry expertise. He started his career at RKF in New York City and had prior roles at JLL and WS Development.

Nielsen joined the group in 2018. She has over 15 years of experience in the retail real estate industry, with more than a decade dedicated to transaction management and national tenant expansion.

After over a decade at EDENS, Bush joined the group in 2022, where she leased and managed the retail portfolio in multiple states. Bush's in-house landlord/developer experience provides invaluable insights to clients on both the landlord and tenant sides of the business.

Hazar joined the group in 2019, where she has mainly focused on tenant representation in the Greater Boston region. She has helped regional and international tenants with multi-store rollouts throughout Greater Boston and Cambridge.

"A powerhouse group, these advisors have played an instrumental role in shaping Greater Boston's retail sector," said chief revenue officer and east region market leader Luis Alvarado. "Curtin and the group, whose reputation is synonymous with New England retail, are passionate about relationships and dedicated to delivering great client outcomes."

"Their unrivaled track record, strong relationships with industry stakeholders, and extensive market knowledge make them go-to experts for retail tenants and landlords, enhancing our retail services operation and adding to the deep bench of expertise as Newmark continues to scale preeminent retail real estate services," said Mark Masinter, Newmark chairman of global retail.