

# Greg West named to Influencers: The Top Names in Multifamily

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In this latest edition of our Influencers series, we take a look at the multifamily asset class



**GREG WEST**

As the president and CEO of investment and development firm ZOM Living, Greg West has a unique take on the multifamily market. He believes that buildings can create an emotional connection and draw people in, and as a result is focused on building unique spaces. Managing all aspects of company operations, West has grown ZOM, focusing on market-rate multifamily properties in suburban and urban markets. The company currently has 6,000 units under construction and in pre-development in Florida, Texas, Chicago, Carolinas, and the Mid-Atlantic, and in the last three years, it has built 4,400 units in a total of 13 projects with a capitalization of \$1.5 billion as well as expanding geographically into Charlotte, Chicago, and Baltimore. Now, ZOM is expanding into the senior housing market as well. In his spare time, West serves as chair of the Urban Land Institute SE Florida and Caribbean District Council, as a board member of the Miami Downtown Development Authority and is also on the Advisory Board of the University of Miami Masters in Construction Management.



October 11, 2019 | By Erika Morphy

Multifamily might seem to be an easy asset class in which to make your mark. After all, it is characterized by low vacancy rates, strong and unrelenting demand and, in many markets, a steady but not overly saturated supply. But don't be deceived, this category comes with its challenges and they take a real pro to navigate. On the following pages we look at the individuals, groups and companies that have made a difference in the space. They have forged new strategies, executed on well-laid plans, entered new markets and introduced novel concepts. As the multifamily market continues to evolve, watch these influencers to see what they do—they will surely be leading the way. ■