

347.528.5077

Rob@HebronRE.com

www.HebronRE.com

16 Court Street - 2105
Brooklyn, NY 11201

PRESS RELEASE



HEBRON REALTY Broker Rob Hebron Highlighted in Industry Article: Pioneering Big-Picture Innovation in NYC Commercial Real Estate

BROOKLYN, NY (June 2025) — Hebron Realty is pleased to announce that its senior broker, Rob Hebron (CCIM, SIOR), was recently featured in a high-visibility industry article focused on innovation and community impact in commercial real estate. The piece casts a spotlight on Rob's forward-thinking approach to property leasing, community engagement, and data-driven advisory work across New York City.

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Rob Hebron
Broker, CCIM, SIOR
Hebron Realty

Beyond Buildings: How do you see innovation in commercial real estate creating a broader impact on communities and the people who live and work in them?

Innovation in commercial real estate goes far beyond signing leases — it's about shap-

ing the neighborhoods where people live, work, and connect. I see the future of CRE as integrating data, design, and community engagement to create spaces that are not just occupied but actively improve quality of life. For example, by using tools like Placer.ai and ESRI analytics, we can better understand foot traffic, demographics, and spending patterns — all tools to ensure we can get the best possible use for the space and bring something that the community needs and desires.

Impact Highlight: Describe a recent program, initiative, or process implemented by you and the impact on your firm, organization, or community.

In the past year, I led an initiative to bring greater transparency and support to local property owners and small businesses navigating post-pandemic zoning and permitting changes in downtown Brooklyn. I developed a free monthly "Hebron Index" market report that translated complex real estate data into actionable insights for landlords and tenants, as well as C.P.R. (Commercial Property Review) in which we review their properties to maximize the value of them.

Sincerely,
Rob Hebron, CCIM, SIOR
Broker/Owner