

Ten Power Players in the Game of Real Estate

By Shari Blalock



Although it's no secret that real estate is a big business, few African Americans are at the helm of the prosperous industry. Yet, as we highlight some of the *new* faces of real estate, we cannot exclude the men and women who have achieved status in the white-male dominated industry. In spite of their achievements, each power player strives to continue to create opportunities for minority lenders and prospective homeowners; in their respective field whether it is in development, planning, lending or any of the other diverse aspects of the industry.

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Herbert Greene Jr.

President, Urban Suburban, Inc.



In 1981, Herbert Greene Jr. began his career in real estate development with the purchase of one eight-room boarding house. Through the purchase, redevelopment and sale of subsequent residential and commercial properties, Urban Suburban, Inc. has successfully leveraged its assets to start nine other businesses. To date, this diverse Urban Suburban portfolio is valued at more than \$22 million.

"Initially I provided homes for the working homeless," he recalls. "Now I provide working environments for urban professionals. I still have some residential communities because I still want to maintain my presence in the city as well as suburban areas."

Greene has realized many successes in his business career. With the success of the Urban Suburban office building under his belt, he purchased the Atlanta Executive

Center located at 2001 Martin Luther King Dr. in 2004. This building is a six-story, 85,000 square foot office building offering luxury accommodations to businesses. It is home to the Art on 5 Gallery of African American Art, and the Benedita De Silva Foundation.

Greene earned a Bachelor of Arts degree in finance from Morehouse College.

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