

Russel Helbling

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Russel Helbling serves as Managing Director at Katz & Associates' New York City office where he works on tenant and landlord representation on Long Island and the surrounding New York Metro region. His real estate career started at Massey Knakal in Queens, NY where he focused on investment sales. After a successful tenure there, Russel left to pursue retail leasing (he was at Sabre for a decade before joining Katz).

Within three months of starting leasing, Russel began representing Starbucks Coffee. To date, he has been involved in nearly 100 transactions with the company in Long Island and Northern New Jersey. The knowledge Russel gained from working with the iconic coffee brand helped propel him to become one of the top tenant rep brokers in his markets. He has handled strategic roll-out plans in Long Island, Northern New Jersey, and New York City for brands including honeygrow, Wendy's, Sherwin-Williams, Mighty Quinn's BBQ, PDQ, Caliber Collision, Sola Salons, Dollar General, and others. He is a QSR and fast-casual guru.

Equally active on the landlord side, Russel has been involved in numerous ground-up development leasing assignments in Long Island and the Outer Boroughs of New York City. Russel excels in working with landlords to merchandise retail components of their developments and was responsible for leasing nearly one million square feet of retail space.

A lifelong New Yorker, Russel lives in Dix Hills with his wife and two children. He graduated from Indiana University in Bloomington with a Bachelor of Science in telecommunications. Beyond his work at Katz, Russel is a foodie, a golfer, and a snowboarder. He also enjoys traveling and photography. He is a committee member of the Kids for Kids Foundation to raise funds for St. Jude Children's Research Hospital.

NOTEWORTHY ASSIGNMENTS

Starbucks
125 deals over 16 years in Long Island and New Jersey

Citizens Bank
Handling market entry into NY metro after the banks acquisition of Investors Bank

Blink Fitness
15 deals completed throughout New York and New Jersey

Mogu Modern Chinese
Strategic market rollout, 5 deals in 12 months

DoorDash
Market entry into Long Island and outer boroughs, developed strategy with tenant

RETAILERS REPRESENTED

Boston Market	Jersey Mike's Subs	Sola Salons
Caliber Collision	Mighty Quinn's BBQ	Starbucks
Citizens Bank	Miracle-Ear	Sundae Donuts
DIG	Mogu	Taim
Dollar General	PDQ	Ulta Beauty
Duck Donuts	Sam's Club	Wendy's
Honeygrow	Sherwin-Williams	

LANDLORDS REPRESENTED

ADRE	Onyx
Forest City Ratner	Seritage
Lalezarian Properties	