

Florida Trend
FLORIDA'S BUSINESS AUTHORITY

FLORIDA 500

Florida's Most Influential
Business Leaders

2023
EDITION

REAL ESTATE



GREG WEST

CEO, ZOM LIVING, [FORT LAUDERDALE AND ORLANDO](#)

ADVISE TO A YOUNG COLLEAGUE

“It’s very hard to build relationships and be successful if no one ever sees you in person.”

With roots in the Netherlands, ZOM Living has become one of the America’s leading multi-family and senior-living developers. West, who joined ZOM Living in 1997, is responsible for all aspects of leading the company. ZOM Living has more than 50 employees. West serves on the Urban Land Institute’s Americas executive committee, as a ULI Global Governing trustee, and on the advisory board of the ULI Center for Sustainability and Economic Performance.

EDUCATION: Southern Methodist University (BA), Texas A&M University (MS)

NEW TREND: The demand for housing in urban centers and suburbs across Florida and other parts of the country has become far more balanced in a post-COVID environment. Pre-pandemic, you were seeing a more pronounced demand in urban centers and with remote work becoming the new normal, living in the suburbs is becoming more common.

FAVORITE STAYCATION: Downtown St. Pete. It has an urban feel that is unlike any other city in Florida with a mix of unique dining options, entertainment, museums and waterfront.

ALWAYS DREAMED OF: Visiting the Himalayas.