

# Kent Swig – Real Estate

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## Kent Swig: Savvy Businessman, Surfer, and Humanitarian

July 2, 2009

Kent Swig has gained the reputation of being both a smart, ambitious, and successful businessman, as well as a down-to-earth guy with a nicely dapper disposition.

Swig can often be spotted wearing various bracelets, his constant reminder of what is truly important. He wears brown beaded bracelets from the island of Nevis located in the Caribbean, a blue beaded surfing bracelet from Brazil, and even a red kabbalah string often found on wrists throughout the world, from Madonna to ultra-orthodox Jews. All this of course, can be found under Kent Swig's cuff links, which usually have slightly more "oomph" than the classic standard gold cuff links that you will find on the standard businessman. For example, Kent Swig can often be spotted wearing his popular soccer-ball cuff links.

Beyond his everyday dress, he has a certain California charisma that is rarely found amongst businessmen. He often enjoys talking about surfing, a strong hobby of Swig's. Kent Swig also has that fresh surfer mien as well, with his blond hair, and sunburned face. Kent's enthusiasm when we start discussing surfing was magnificent. He even has a closet outside his office at Swig Equities which holds his many surfboards just in case the mood strikes.

From a business perspective, Kent Swig is unparalleled. With several ambitious and extremely successful real estate endeavors in New York and California, he runs and is involved in many successful top companies. He is president of Swig Equities, the owner and co-chairman of Terra Holdings, acting president and owner of Helmsley Spear, owner of Falcon Pacific Construction, and he is the principal in and board member of the Swig Company. The list goes on. With this diverse portfolio, he has truly had a definitive mark on the business world, and the world of real estate in particular.

Still, Kent Swig has his own way of doing things, which is apparent in several of his office, and at the office at Swig Equities. There is a bottle of unopened Dom Perignon atop the cabinet behind his desk. On top of this cabinet is also a bulletin board with stickers that proclaim "Weiner for Mayor!" He generally has piles of paper scattered throughout his desk, often merging into one another. I also noticed a miniature rubber Gummy and Pokey, along with a couple of green pins saying 'Waiting for Gore.' His rare combination of chilled swag and total business certainly came out strongly in his office. He even had an oversized sandwich bag of whole wheat matzah in his celebration of Passover. Dominating his office are humongous classy multi-colored paintings of Mao Zedong with pink and blue lips (instead of boring buildings!). There was even a Hirst painting with a picture of a needle with blood and colorful pills. In keeping with his affinity towards surfing and sun, the hallways were decorated with large black and white photos and pictures of waves breaking on sandy beaches and album covers from albums by music artists like Grace Jones. Overall, Kent Swig truly masters that rare combination!

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