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REAL ESTATE

Welcome to Greenwich builds community

A new GAR initiative spotlights dining, events, town amenities, lifestyle and local businesses

By **Gretchen A. Peck**

March 26, 2026

Gift Article



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Brian Amen is a Greenwich-based Realtor with Houlihan Lawrence & (GAR) board president.

Contributed Photo



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Welcome to Greenwich builds community

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“Real estate is about more than property; it’s about community,” said Brian Amen, a Greenwich Realtor with Houlihan Lawrence and the board president of the Greenwich Association of Realtors (GAR). GAR was founded in 1924 and represents more than 1,200 Realtors licensed in Connecticut and based in Greenwich.

Amen and GAR announced this week a new initiative, branded “Welcome to Greenwich.”

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Leveraging social media platforms — Meta’s Facebook, the forthcoming e-newsletter, GAR plans to “highlight the best amenities and opportunities that make Greenwich a great place to live and invest in the world,” the announcement said.

draw attention to restaurant openings, art and cultural events, parks and recreational activities, town resources, seasonal and holiday events, and local business profiles. Working with Greenwich-based OmniMater Media Consulting, LLC, GAR will also produce and publish lifestyle content.

“The initiative supports GAR’s mission to promote the town of Greenwich as a premier destination to buy real estate, invest and build long-term roots,” an OmniMater spokesperson, Trish Considine Kirsch explained.

“[On social, Welcome to Greenwich] reposts items in the community, which serve as reminders, such as nonprofit events. We also would encourage the community to tag us if they want us to know about what they’re doing, and we will use the information or content if appropriate,” Kirsch said in a follow-up email to Greenwich Time. “Content from the community would be featured posts, stories or Reels—or a paragraph in the newsletter. We do welcome ideas at hello@welcometogreenwich.com.

“Welcome to Greenwich” may be found on Instagram and Facebook at [@WelcomeToGreenwich](https://www.instagram.com/WelcomeToGreenwich). For more information and to sign up for the e-newsletters (in email and SMS text formats), visit www.welcometogreenwich.com.



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“Welcome to Greenwich allows us to share what day: a town rich in culture, natural beauty, dining

“By highlighting everything Greenwich offers, we’re strengthening its appeal to buyers, investors and families looking to grow here.”

March 26, 2026

Gretchen A. Peck

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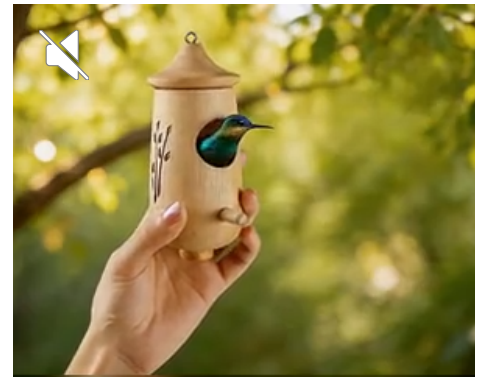


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