



Debbas and Arad of Romer Debbas discuss social media

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Title: Partners

Company/Firm: Romer Debbas, LLP

Years with company/firm: Firm is 3 years old.

Years in field: Combined 25

Years in real estate industry: Combined 25

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Real Estate Associations/Affiliations: NYS Bar Association

Generation Y'ers are now staying in the city and the baby boomers are actually returning to the city from the suburbs. How has this affected your business and NYC retail in general?

NYC's population has actually grown since the recession. With the increase in population will result in the increase in demand for the businesses which occupy retail spaces. With the economy improving and consumer confidence growing, spending should increase as a result and thus lead to more activity and competition in the retail world.

How does your company use social media?

We primarily focus on contributing to various periodicals whether by being quoted or publishing an article. From there we have a list on our website which has all of these articles and we post any interesting ones or major accomplishments for our firm on our firm facebook page or on twitter.

How did your company withstand the recession and what changes have you made to grow and succeed during the recovery of the retail market?

Our firm is a real estate boutique firm with a focus on all transactional elements of New York City real estate. Our practice is diverse in that we represent buyers and sellers of residential and commercial properties, landlords and tenants with respect to office leasing and retail leasing, several lending institutions in their commercial and residential lending activities as well as several buildings as general counsel. Our diversity helps us withstand the fluctuations of certain areas of the real estate market as we are not solely dependent on one specific area in terms of our growth. We are excited for the recovery of the retail market as we are better equipped than we've ever been before to capture market share in this area.