



Public Relations: Podcasts gain traction in commercial real estate marketing - by Harry Zlokower

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Commercial real estate is discovering podcasting for building brands, adding to contacts, and teaching and learning about sectors and markets. Traditional broadcasting holds fewer opportunities unless you have a mega transaction, or are expert on a major trend. While requiring commitment and some know-how, podcasting has opportunities for executives to produce and participate in their own shows, interview guests and provide information and views on a variety of subjects.

Podcasts are “easy to consume,” said Ofer Cohen, founder and president of TerraCRG, who interviews execs for “Hey BK—The Brooklyn Podcast.” “You can listen while doing something else,” according to Peter Von Der Ahe, senior managing director at Marcus & Millichap, and host of “Behind The Bricks” on multifamily RE investing.

Cohen, Von Der Ahe, and Charlie Stephens, senior associate at Cushman & Wakefield, host of “The Culture Podcast,” were interviewed last November on “The Stoler Report,” a weekly roundtable produced and moderated for nearly 20 years by Michael Soler, a real estate professional and “dean” of New York real estate broadcasting.

Soler, who reports for WINS and WCBS radio, also produces “Building New York—New York Life Stories” on careers and family histories of real estate execs and entrepreneurs. Shows air on CUNY TV, other stations, and websites and are also podcasts.

While topics range from news and profiles (Soler) and Brooklyn real estate (Cohen) to entrepreneurs and execs (Stephens) and multifamily (Von Der Ahe), there is opportunity for guests. Two others to check are “The Brooklyn Made Show” from The Ratner Team at Warren Lewis Sotheby’s Int’l. Realty; and “REFI Radio,” hosted by Real Estate Finance and Investment.

Want to be on the air? Contact the above and see if you qualify as guest on their podcast. Or if you are willing to invest the time, start your own.

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