



Berman of Berman Group plans to grow her business with a great team

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Name: Sarah Berman

Title: President

Company/firm: The Berman Group, Inc.

Years with company/firm: Founded in 2005

Years in field: 14

Years in real estate industry: 14

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Real estate organizations/affiliations: Executive Director, Greater New York Construction User Council and Hotel Engineers Association; Administrator of Real Estate Lenders Association, WX, Corenet Global, NYC, IFMA NYC

During the last 10 years of your career, which professional accomplishment, honor or achievement has meant the most to you and why?

Being asked to serve on the board of directors of the Salvadori Center. I believe in the organization and I admire the members of the board. It was a special thing to be asked to serve at that level with so many prominent industry leaders.

Which project, deal or transaction was the "game changer" in the advancement of your career during the last 10 years?

Hosting a 600-person dinner at the Metropolitan Museum of Art on behalf of the North American CEO of BASF Corp. The event was attended by development leaders as well as CEOs of many of North America's most admired corporations.

How do you contribute to your company and/or the industry?

As one of the few communications firms serving the real estate and construction industries, we are helping to define how the industry communicates, networks, celebrates and publicizes itself. We have been fortunate to serve some of the industry's most prestigious corporations, associations, publications and non-profits, a role that we take very seriously.

What advice would you give to women just starting out in commercial real estate?

Make friends and build relationships and business will follow. Be loyal and build trust.

How do you manage the work/life balance?

I love my work but I owe it to my husband and three children to spend quality time with them. They are my first priority and I am fortunate to have clients who share a similar philosophy.

Who or what has been the strongest influence on your career and why?

The staff at The Berman Group. Without a strong team, I would not have the ability to serve the clients that we have today. They remind me why I am working so hard and I want to see them get the satisfaction that I have found through my work.

How are you using social media to promote yourself and/or your firm?

We are focused on using social media to promote our clients and it's a major part of PR today. We also use social media to promote industry events that we organize.

Where would you like to be 10 years from today?

In business and growing with a great team. I hope that some of the employees who are part of our team today are still with us in 10 years.

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