



Sarah Berman, The Berman Group, Inc.

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What was your greatest professional accomplishment in 2013?

I have taken on the role of Executive Director of the Avenue of the Americas Association, a prominent organization of the nation's leading building owners committed to the vibrancy of Sixth Avenue in Midtown Manhattan, one of New York City's highest profile business districts. The Berman Group has begun to revamp the Association's communications strategies with the mission of shedding a new light on the potential of the Avenue, and will soon launch the innovative marketing campaign, "The Power of The Avenue."

What was your most notable project, deal or transaction in 2013?

The Berman Group launched Water Street POPS!, a series of public events in Water Street's privately owned public spaces (POPS) that energized the downtown community in response to mayor Bloomberg and the New York City Economic Development Corporation's desire to revitalize Lower Manhattan following Hurricane Sandy. We engaged every major building owner and tenant and drew over 55,000 visitors over two summer months, and over 16,000 website hits daily.

The success of Water Street POPS! has led the Mayor's Office and NYCEDC to reinstall the program in Winter 2013 and to duplicate it in other areas affected by the storm.

What are your predictions for commercial real estate in 2014?

As the high-tech industry and venture capital migrate from suburbs like Silicon Valley to the urban metropolis of N.Y.C., the commercial real estate industry will have to make improvements in the way buildings are built and marketed to attract premier corporate tenants. To upgrade N.Y.C.'s buildings, the commercial real estate industry must bridge the gap between technology requirements and the current market, and I have high hopes that it will do so in 2014 and beyond.

What are some of your resolutions for 2014?

In 2014, The Berman Group will continue to integrate cutting-edge technologies in our work for real estate clients. Many of our clients have embraced new technology platforms, such as creating custom Apps, to redefine the way they communicate, network and market their companies. The Berman Group will work with the Real Estate Technology Forum, an organization of real estate, design and building industry firms, to explore the revitalization of New York City real estate and construction through the discovery and utilization of the latest technologies available.