



DiMarco Group expands portfolio services and unveils new brand identity

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DiMarco Group's team attended the International Council of Shopping Centers (ICSC) Annual Convention in Las Vegas and unveiled a new brand identity, along with a full line of leasing services that enhance the company's offerings to create a complete customer experience.

The new leasing service offerings provide those looking to start or expand their business access to expert leasing professionals. DiMarco leasing professionals offer comprehensive support from location identification, negotiation and lease management to full-scale real estate development.

Michael Smith, vice president of commercial leasing with DiMarco Group, leads the division.

"We constantly evaluate the development landscape in our markets and listen to the needs of our customers," Smith said. "In response, we've expanded our services to include key offerings, such as tenant representation and leasing consultation for all types of prospects and businesses."

To signal this expansion and accurately convey the company's evolution, DiMarco Group introduced an enhanced corporate identity, including an updated logo and website. The new corporate identity represents the company's future while signaling DiMarco Group's timeless qualities. The new identity will be conveyed through all corporate marketing materials and was well received at the ICSC convention.

"The updated brand and logo really caught the attention of our clients and other industry professionals," Smith said. "We heard from many people who have a whole new perspective on DiMarco Group and now understand the full spectrum of capabilities we have to offer."

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