



## Meyn of Bohler: Social media aids in branding success

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What are your expectations for the ICSC NY conference this year?

New venue, new invigorated spirit, new deals.

Are investors finding the types of properties that they want right now? Are tenants happy with the sites available to them?

My clients seem to be giddy at the prospect of the sites available, as well as with the creative deals being proffered.

In the current economic climate, what kinds of deals are out there and who is the typical buyer? Consumer?

The deals we have been exposed to, have been aggressive, with focus on speed to market (especially for our retail clients), but the landlords have also seemed to be more cognizant of "finding the right fit" for their centers/portfolio long term.

How does your company use social media? Has social media been a beneficial tool in generating more business?

With everything in modern society becoming more and more "immediate," social media provides that reach (anytime, anywhere), and certainly has aided in our success of spreading our brand. Real-time communications tend to increase the immediate excitement of the messages. That just means all parties need to be all the more discerning along the way though.

What trends are you seeing in leasing?

The creative deal; both conceptually, and fiduciary. Gluttony seems to be on both sides of the fence, of late.

What challenges can the retail market in New York anticipate in 2015?

Fierce competition... I see 2015 as the personification of the "animal" that NY Real Estate conjures in the mind... the beast that cannot be caged. With fond memories of 2014, looking forward to it!

