



## Perlmutter of Perlmutter Properties: Momentum keeps picking up

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Real Estate Associations/Affiliations: ICSC

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

I expect that retailers and their brokers will continue to be eager to find space, continuing the velocity from 2014 into 2015.

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

We've been using social media mostly to announce deals that we've recently completed. Increasingly we're working with local bloggers to get some crowd sourced ideas on types of tenants people want to see in their markets.

Which segments of the retail market are delivering the highest returns for investors?

Supermarket anchored shopping centers

What trends are you seeing in leasing?

Momentum keeps on picking up, particularly in the sub-10,000 s/f range. More and more tenants are coming back into the market, and we're beginning to see some new tenants entering the market from the west coast.

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

Space will become more scarce as 2015 progresses, and rents will move up, possibly prompting new suburban development and reinvestment in older centers.