



Zar of Zar Property NY: Demand at a historic high

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

Cap-rates and interest rates are at an all time low and demand is at a historic high. It's increasingly difficult to find well priced properties and many investors have now shifted their criteria and look elsewhere.

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

We use both LinkedIn and Twitter to our benefit - such as press releases & leasing properties. Instagram does not effectively target our market however it has been proven to benefit other sectors such as residential brokerage.

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

I see more inventory coming due to landlords projecting higher rents and not renewing existing tenants.