



Stassa of Friedland Realty Advisors: Real estate is the best investment

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Name: Rick Stassa

Company/Firm: Friedland Realty Advisors

Year Founded: 1970

Years in real estate industry: 44

Telephone: 914.968.8500

Email: rickstassa@friedlandrealty.com

URL: www.friedlandrealty.com

Twitter: <https://twitter.com/FriedlandNY>

Facebook: https://www.facebook.com/friedlandrealtyadvisors?ref=aymt_homepage_panel

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

The same as every year. Improve my existing relationships and development new relationships. Move existing deals along and start new deals.

Are investors finding the types of properties that they want right now?

Are tenants happy with the sites available to them? Nothing has changed. I have more buyers than I do good property for sale. If tenants are looking for space, they will find something eventually.

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

More buyers than we know what to do with. Buyer is user or investor. Real estate is the best investment.

How does your company use social media?

Has social media been a beneficial tool in generating more business? Social Media is very helpful. More people know my company and me than ever before.

Which segments of the retail market are delivering the highest returns for investors? Properties with upside potential.

What trends are you seeing in leasing?

Rents continue to go up even though retailers say that are not making the money they used to.

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

With new construction, one would think rents would come down, but they never do.