



Pliskin of Pliskin Realty: Looking for properties to buy

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Real Estate Associations/Affiliations: ICSC (CSM designation)

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

Say hello to old friends, find out what they are doing, put out the word that I am looking for more management assignments, more brokerage assignments, and properties to buy.

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

For investors, it's tough. Prices are very high and deals seem priced to perfection. It's important if you do a deal, to lock in a low rate for a long term so that when it's time to refinance, you are not stuck with higher rates and have to add equity. For tenants, I believe there are still good sites out there at reasonable rents.

In the current economic climate, what kinds of deals are out there and who is the typical buyer? Consumer? Tenant prospects seem to be heavy on personal services, that do not compete on Internet—gyms, restaurants, urgent care, etc. For investors, very tight.

How does your company use social media? Has social media been a beneficial tool in generating more business? We have a web site, do a blog, facebook, and sometimes twitter. It has not resulted in more business. The web site is good for information about our company, and for up to date info on our listings.

What trends are you seeing in leasing?

Most tenant prospects are service type tenants.

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

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