



BOMA New York launches a new website design

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New York, NY BOMA New York has launched its newly designed website – viewable at www.bomany.org. The website overhaul, which had been in development for the past several months, is part of a larger rebranding campaign orchestrated by the association to streamline the BOMA New York brand, maintain consistency with BOMA International and other BOMA associations, and demonstrate a standard of excellence.

The newly designed website boasts a smoother interface and better user experience. BOMA New York hopes this digital endeavor will allow site visitors to gain a better understanding of what BOMA New York can accomplish and, in turn, attract new members.

“We live in an increasingly digital age,” said BOMA New York President James R. Kleeman. “Our association felt it was time for the BOMA New York website to reflect the standard of excellence our organization has come to be known for. In addition to the recent creation of our Technology Committee and our even more recent tech programming series, Tech Bytes, we understand that professionals have become more and more reliant on technology. We want to ensure our website is reflective of the times and the changing industry. For us, it’s important that we remain the best resource for building owners and commercial real estate professionals in the region.”

BOMA New York began implementing its rebranding efforts earlier this year by updating its logo to reflect of a more modern design. BOMA New York plans to continue its rebranding efforts into the near future.

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