



2017 Year in Review: Marc Freud, Troutbrook Company

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Name & Title: Marc Freud, Managing Principal

Company Name: Troutbrook Company

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What was your most notable project, deal, transaction or professional achievement in 2017?

Calendar year 2018 will see the continuation of trends that have been apparent in 2017.

What was the best decision you made in 2017 and why?

In order to be successful, the real estate developer is going to have to continue to set a superior profile for assets and development, and will have to be able to add value to ensure that the asset is built «design-forward» and relevant to the consumer.

Who or what contributed to your success in 2017 and why?

The need to stay relevant in the omni channel world that we live in will dictate a continued, and even greater investment and precision, as well as use of data analytics, in marketing in order to sell or rent all types of spaces.

What trends will impact your business in 2018?

The cost of acquiring human talent will continue to increase, contributing to rising costs and a creeping up of bottom line expenses, affecting our business, and forcing all organizations to work in a more efficient and intelligent manner.