



2020 Ones to Watch: Michael Remer, CBRE

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Name: Michael Remer

Company: CBRE

Title: Senior Associate

Education: University of Michigan, Bachelor of Business Administration in Finance

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

In 2018, I helped facilitate Michael Kors’ relocation from its 16,000 s/f. Broadway flagship to a more efficiently sized, higher-end store on Prince St. Our maneuver entailed subleasing Kors’ remaining term to Lululemon, characteristic of 2018’s retail environment of ready-to-wear brands “right-sizing” store fleets and athleisure concepts rapidly expanding. Working on these transactions forged a trusting relationship with a key client, which subsequently fed into new opportunities with its parent company’s family of brands. It was a great learning foundation, as I problem-solved with architects and code consultants to help both sides navigate SoHo’s tricky zoning laws.

What do you like most about your job?

The character and vitality of every NYC neighborhood is shaped largely by its retail offerings. As a broker, I love that I can impact this city’s retail streetscapes in long-lasting and interesting ways. I’m a 13-year Manhattanite and a business major, so I enjoy both the art and the science of site-selection, advising brands on the marketing, financial, and operational impacts of their real estate decisions.

At CBRE, it’s also a thrill and a privilege for me to do what I love alongside some of the best and most brilliant minds in the industry.

What led you to your current profession?

Prior to entering real estate brokerage, I worked on a sales advisory team at Bank of America, Private Wealth Management, servicing high-net-worth customers mainly on real estate-based loans. I enjoyed studying appraisals and rent rolls, as well as the client service aspects of the role, but ultimately craved the entrepreneurialism and creativity of being a broker. With a corporate background and business education, I gravitated towards working with businesses, and established

a three-year foundation in commercial leasing at a boutique firm, before joining CBRE's Retail group.

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