



REZoomSchmooze.com: Real estate speed networking platform launches

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Real Estate Virtual Meetup | Speed Networking

New York, NY REZoomSchmooze.com, a real estate speed networking platform had its successful launch recently with over 50 commercial real estate professionals attending two sessions. The unique platform features over 20 different industry related fields such as lenders, brokers, architects, attorneys, owner/developers, appraisers, property managers and many others to network with.

Laurence Ross

“In this Covid challenged environment, in-person networking events are not happening again anytime soon, and being that we are in a people first, relationship driven business it is critical that we continue to make new connections” said Laurence Ross, founder and a seasoned investment sales broker and principal of LJR Realty Associates who also ran RESpeedNetwork which hosted speed networking events for the industry. “Traditional networking events catered to a broader audience and did not allow you to meet everyone in the room, this form of networking is targeted and a timely and relevant Zoom like platform allows you to meet everyone in the “room” and focus on those that can help further your business.

It caters only to commercial real estate professionals and caps the number of seats by industry in an effort to keep it diverse. In 60 minutes, you get to meet approximately 20-25 other industry related professionals. Each person has ninety seconds to introduce themselves, describe their business and indicate the type of connections they are looking to make. Ross said, “Sharing information in the countless webinars we are now seeing is of great importance, however, there seems to be a bit of fatigue and this switches things up and gives the audience a chance to speak.” Recent graduates and industry newcomers in general are struggling with ways meet others in the industry and this format will give them that opportunity. There is an abundance of social media tools out there however nothing can replace an actual one on one conversation. Future events will also, feature one on one breakout rooms.

In closing, Ross feels that, “Once some sense of normalcy returns, virtual networking events will continue to supplement actual in-person ones as people become more and more comfortable with the format. Nothing like sitting in the privacy of your own home, in a casual setting, and having a quick schmooze with someone you can potentially do some business with.”

Stay tuned for our next event. For additional information email rezoomschmooze@gmail.com.

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