



2020 Ones to Watch: Caroline Merck, CBRE

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Name: Caroline Merck

Company: CBRE

Title: Vice President

Education: Furman University, Bachelor of Science in Health Sciences

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

399 Park Ave. was the first major building lease-up where I was involved from beginning to end. I attended each of the design meetings, which determined the scope of the building’s \$100 million redevelopment, and was actively involved in the full lease-up of one million s/f over the course of five years. It was a very transformative point in my career to be a part of such a significant project from start to finish. I really enjoy reflecting on the experience and seeing how much my roles and responsibilities evolved during that time.

How do you contribute to your community or your profession?

Outside of CBRE, I currently serve as the vice chairman of the Young Men’s/Women’s Real Estate Association, where I work with the chairman to maintain the events calendar for our 400+ members. Being involved in YM/WREA has given me the opportunity to develop professional and personal relationships with people in various aspects of the real estate industry. I have also been actively involved in the New York Junior League for the past five years, which allows me to give back to the local community by volunteering for various organizations with deep roots in the city.

What led you to your current profession?

The stark juxtaposition of meatpacking facilities and high-end retail during a middle school field trip to the city’s Meatpacking District was my first discovery of how impactful real estate can be on a neighborhood and community. However, I initially began my commercial real estate career in CBRE’s rotational Wheel Program, where I was exposed to the firm’s various business lines. While I enjoyed all areas of the program, I realized that my calling was in agency brokerage. I learned that I love working directly with ownership on how to develop successful strategies for leasing up a building.

What do you like most about your job?

I like that each day is something different, whether I’m in a hard hat at a new development

construction site or at my desk running numbers and drafting proposals. Real estate is such a dynamic part of New York City and I feel fortunate that my career allows me to learn the history of the city while constantly looking ahead at how it's evolving. I also appreciate the wide spectrum of people in commercial real estate from industry veterans to recent graduates. I always learn something new from everyone I encounter, regardless of their experience level.

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