



Katz & Associates signs on with Resquared

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New York, NY Katz & Associates has signed on with Resquared, a Y Combinator-backed startup and provider of commercial real estate lead generation software. Katz will use Resquared's platform to source quality tenants for their landlord clients, and to reach more operators quickly and efficiently.

"Deep local market knowledge and making the right connections are integral to the success of our business," said Marty Hennessy, president, Katz & Associates. "We're excited to sign with Resquared to provide our team with access to this next-level technology. It will further sharpen our capabilities for faster, more targeted lead generation and outcomes."

On the new partnership with Katz & Associates, Resquared co-founder Tyler Carlson said, "It is so exciting to share publicly our partnership with Katz. They are industry leaders who are on the leading edge of tech. We look forward to serving their entire team and collaborating closely!"

Moving toward the close of 2021, it's never been more vital for those in the retail real estate industry to embrace the technology-focused future of prospecting. "Based on early results, we can already determine that Resquared is a powerful and impressive new tool that will be a better way to prospect tenants both for the third party and tenant rep side of the business," said Hennessy. "I am looking forward to all the progress we can make, as well as saving some of the extra hours we encounter when searching the internet for local businesses."

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