



2023 Women in CRE: Sarah Berman, The Berman Group

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Sarah Berman
President

The Berman Group

What recent project, transaction, or accomplishment are you most proud of? Our team at The Berman Group has helped the commercial real estate industry in New York and around the country to innovate in an unprecedented and challenging time in the national commercial office market. The Berman Group is the go-to team working with globally recognized real estate owners and operators such as RXR, BXP, Tishman Speyer, Fisher Brothers, Himmel + Meringoff, Rudin, Paramount and other leading national owners to innovate and distinguish their properties in New York and beyond through creative marketing, messaging and the creation of new hospitality-centric offerings to meet the “back to office” challenges in today’s commercial office market. Our firm recently won its first project from Tishman Speyer, one of the world’s leading real estate firms, and will rebrand and position a premier New York City office property in the heart of Grand Central. Other leading national real estate organizations supported by The Berman Group’s PR and creative strategists include InterVest, Howard Hughes Corp., Andover Properties, Post Brothers, Thor Equities, Axiom Asia, GIC, BGO, Brandywine Realty Trust and more.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Women should look to principals who they admire in the workplace – and the first most important quality is hard work, along with creativity, innovation and a spirit of inclusion.

Who inspires you most? What qualities do they possess that inspire you? My mentors all bring leadership qualities that inspire me. Many of the chief marketing officers that we work with inside real estate firms are women who have and continue to impact large-scale real estate businesses through creative thinking and strategy – as one of our clients always says, “They build it and we make them come.” We watch women navigate the commercial real estate, finance, construction and design industries every day – and understand that these women all bring a drive and work ethic that is behind their success.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? “Sarah Berman has led The Berman Group and our team through an unprecedented year in commercial real estate. At a time when commercial office owners, investors and operators need creativity, Sarah has led her team to develop award-winning solutions and to lure global tenants back to the office market. Sarah inspires our team to create impactful campaigns while also taking the time to understand every client’s challenges. We are at the cutting-edge nationally and globally in commercial real estate, ranked year over year as the leading field in our sector-and it is Sarah’s leadership that has helped us earn this position as the leading PR and creative agency serving the global real estate market. Sarah has embraced women in our firm and throughout the real estate industry, and is dedicated to serving WX, Corenet Global, the Real Estate Lenders Association, MWBE Unite, Project Destined and other organizations that set an example as leading drivers of DEI in commercial real estate.” - Blake Meyer, Director of Human Resources at The Berman Group.