



2023 Year in Review: Megan Grand, MTG Creative Group

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Megan Grand
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What person, project, transaction, or market trend had the greatest impact on your industry this year? The surge in available office space throughout 2023 positively impacted our business. Previously unmarketed properties now require compelling promotional materials to stand out in a competitive market. Our marketing strategy has continuously evolved with heightened emphasis on digital efforts, social media advertising, 3D virtual tours, amenities and in-person broker events.

