



NYREJ's 35th Anniversary: Bob Knakal, BKREA

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Bob Knakal
Chairman and CEO

BKREA

How has NYREJ helped you, your firm or your industry?

As someone who strongly believes “it’s not who you know, but who knows you”, being in the NYREJ 540 times means that we were working on our market presence and NYREJ helped us get the word out about what we were doing and how we were doing it. Being in the NYREJ has always been a priority for us given the reach the publication has. More broadly, NYREJ has been helpful to the industry as it is another place to go for market information and exposure for the movers and shakers in the commercial real estate business in our market.

Most memorable “15 minutes of fame” in NYREJ:

Any time we were on the front page was always a highlight for us. We always made copies and sent them out to our client base as we were so proud to be on the cover! We would like to congratulate NYREJ on their 35th anniversary and we look forward to many more years of reading your publication!!

When did you discover NYREJ and what was your title and company name at that time?

I became aware of the NYREJ when it first started in 1989. At the time, Real Estate Weekly was pretty much the only game in town and we were very excited that a new newspaper covering real estate was starting. Massey Knakal was less than a year old and we were developing relationships with folks in the media to increase our market presence. We were excited to get to know the NYREJ team and send our press releases to them regularly and each time the paper arrived, we were always quick to see what type of coverage we received.

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