



## **NYREJ's 35th Anniversary: Kimberly Zar Bloorian, Kloud Real Estate Marketing**

July 30, 2024 - Spotlights



Kimberly Zar Bloorian  
CEO and Founder  
Kloud Real Estate Marketing

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

I discovered NYREJ almost a decade ago when I was a young marketing associate at Meridian Capital Group.

Most memorable “15 minutes of fame” in NYREJ:

WOW! It was probably when I started writing my quarterly column on real estate marketing for NYREJ. I shared practical tips and insights on effective marketing strategies for the real estate industry. Shortly after my first column was published, I began receiving an overwhelming number of emails and calls from readers. They shared how my advice had positively impacted their businesses, leading to increased visibility and growth. The feedback was incredibly rewarding and validated the relationship that I was building with NYREJ!

Favorite NYREJ spotlights: Women in Real Estate and Rising Stars

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

When I first started my real estate-focused boutique marketing agency, I turned to NYREJ not only to spread the news and attract potential clients but also to identify and connect with key industry players.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540