



Commercial real estate takes to podcasting - by Harry Zlokower

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“Although they’ve been around for about 20 years now, podcasts seem to have exploded in popularity over the last few years,” notes Susan Lichtman, associate professor of mass communication at Miami Dade College Homestead Campus. “Statista estimates that some 70 million people in the U.S. listened to podcasts in 2023 alone, with that number expected to increase to about 110 million by 2029.” And that includes commercial real estate (CRE) participants.

A recent podcast, “Coffee & Cap Rates,” led since 2015 by Shimon Shkury, president and founder of Ariel Property Advisors, is entitled “Financing Options Available to CRE Borrowers,” running about 10 minutes, enough to enjoy coffee and bagel., While guests are often Ariel colleagues, they can include other organizations, for example Jay Martin, executive director of the Community Housing Improvement Program (CHIP) and Matt Engel, president, Property Service Corp. and CHIP’s chairman. The best way to listen or see broadcasts or videos is via apps like Spotify, Apple Tunes, Podcast Player or YouTube, or go to the real estate firm’s website or Google the title of the podcast.

What is significant about such podcasts is substance, ubiquity, convenience and popularity alongside ability to build image and messaging. Experts advise careful preparation of content, format and technology such as microphones, recording software, and connecting with competent hosts. There are specialized podcast producers.

Conducting your own podcast is not the only way to benefit from this medium. The video podcast by Canadian-based “Tenant Experience Network (TEN)”, hosted by David Abrams and sponsored by HILO, interviews executives from all over including Bryan Berthold, Cushman & Wakefield, Peter Riguardi, JLL, Gary Phillips, Eastdil and yes, Shimon Shkury, Ariel.

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