



2024 Year in Review: Sarah Berman, The Berman Group

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Sarah Berman
President

The Berman Group

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

The Berman Group's creative team has led the design, positioning and marketing of two premier Brooklyn campuses for the City of New York and NYC Economic Development Corporation. The Brooklyn Army Terminal hosted the Food & Wine Festival for over 46,000 guests and we are privileged to continue to design the public relations strategy for these dynamic campuses that are a center for the green economy, the film industry and creative and industrial uses.

What emerging trends will drive investment and development in 2025?

We are thrilled to be working with some of the most creative office landlords of our time. Our team is working with clients to brand and reposition office properties and mixed-use developments as well as to create amenities that are relevant and appeal to the modern tenant and their workforces. Some of these clients include Tishman Speyer, RXR, Sage, Paramount Group and Kushner, among others. Emerging trends include creating digital amenity spaces with open access and other digital tools will allow landlords to continue to personalize the user experience.

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