



## **Sarah Berman, The Berman Group, Inc.**

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Contact Name : Sarah Berman

Company Name : The Berman Group, Inc.

Email : sberman@bermangrp.com

Phone : (212) 450-7300

Fax : (212) 450-7301

Address, City, State : 380 Lexington Avenue, 19th Floor, New York, NY 10168

What was your greatest professional accomplishment in 2012? : This year, our firm was fortunate to win the management account for Urban Land Institute's New York District Council. ULI is a large, prestigious development organization with over 3,000 members in the New York region. Having earned two degrees in Urban Planning, working with ULI has been incredibly rewarding for me so far.

What was your most notable project, deal or transaction in 2012? : Following Hurricane Sandy, The Berman Group utilized our technical expertise to quickly build the Rapid Repair contractor sign-up web portal for the City of New York and FEMA. This portal served to expedite relief efforts by helping City agencies select and mobilize contractors to aid New York City's hardest-hit areas.

What are your predictions for commercial real estate in 2013? : New developments are on the horizon. Our firm is marketing a number of commercial and residential developments in neighborhoods positioned for rapid growth in the coming year, including the historic H&H Bagel factory located in Manhattan's up-and-coming Far West Side. We have high hopes that New York City's commercial real estate industry will thrive in 2013.

What are your resolutions for 2013? : In the coming year, The Berman Group will continue to encourage the real estate and development industry to integrate cutting-edge technologies to drive business growth. Many of our clients have embraced new technology initiatives, such as creating custom Apps, to redefine the way they communicate, network and market their companies.

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