



NYC Create: A new approach for a different economy

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NYC CREATE is an alliance of experienced professionals offering creative and cost effective solutions for today's real estate needs. It is the brainchild of Denise Burke, principal of her own firm, InTandem Project Management in N.Y.C., and is comprised of professionals experienced in all facets of real estate (transaction, design and creation, and management) available to work on a project or per diem basis.

The idea for NYC CREATE occurred to Denise when the bottom dropped out of the New York real estate market in 2009 and hundreds of experienced professionals were suddenly out of work. "Couldn't companies who have laid off staff in droves use an extra pair of hands or special expertise on a temporary basis just as I do in my own company?"

With that concept and a broadcast email invitation, NYC CREATE was born. The kick-off meeting generously hosted by Haworth was much more than a networking session. After Denise outlined her ideas she asked attendees to briefly describe their backgrounds. When it became apparent that the group's experience spanned the full range of commercial real estate services, they realized the potential of marketing their formidable skills collaboratively if not collectively. At subsequent meetings graciously hosted by Arenson Office Furniture, Gensler and Ted Moudis Associates, members defined how they would present their skills to clients and determined how candidates would be presented as opportunities arose. They then agreed upon a name, developed a marketing strategy, created promotional materials, helped with mailings and designed a website to provide clients easy access to consulting candidates.

NYC CREATE is gathering attention in the N.Y. real estate community with its "all for one, one for all" approach that allows clients to choose from a number of pre-qualified professionals and select the one that meets their specific requirements. It offers professional services encompassing architecture and design; lease and asset transaction and management; facilities, project and property management; sales, marketing and communications. NYC CREATE does not charge fees or require long term contracts. Hiring arrangements are mutually agreed upon between the client and the consulting professional.

While autumn in New York is the season for apples, not citrus fruit, NYC CREATE demonstrates how a little ingenuity and a lot of organization coupled with the support of colleagues can turn a negative into a positive, for both professionals in transition and for the real estate community as a whole. In the future, membership will surely ebb and flow, but the concept will remain the same: match quality candidates with clients who need temporary expertise. NYC CREATE is not only a creative and pro-active marketing vehicle to be co-opted by other real estate communities and industries; it could be a bellwether of a new way of working.

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