



Berman of The Berman Grp. details how she stays ahead of the curve

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Sarah Berman is the president of The Berman Group, Inc. Her responsibilities include: Managing The Berman Group, 16-person full-service marketing, public relations and special events firm with strong experience serving real estate, design and construction industry clients. In addition to serving clients with marketing services, Berman serves as chapter administrator of CoreNet Global, New York City chapter and as executive director of the Greater New York Construction User Council. Berman has been received the following awards/recognition: Volunteer of Year for the Marc A. Zanichelli Fund in 2008; Volunteer Recognition by Hope for the Warriors in 2009. Some of her career achievements are: Founded The Berman Group in January 2006 and have grown the firm from a staff of two to 16 employees, exceeding revenue goals year since founding. Berman is affiliated with the following real estate organizations: Executive director, Greater New York Construction User Council; chapter administrator, CoreNet Global, New York City chapter, member, board of directors of the Salvadori Center; member, New York Building Congress

How do you stay ahead of the curve?

Anticipating trends in the industries our clients operate in and shifts in the economy is crucial to growing our clients' businesses. While many in the real estate industry were forced to cut back or halt operations, others found innovation is recession proof. Rather than responding with traditional marketing strategies, we think outside the box. A major initiative by The Berman Group in the midst of the economic downturn was producing the First Annual Urban Green Expo. The event united thousands top innovators in green building showcasing methods to stay ahead of the building curve. For us, the Expo presented a new marketing and networking venue for our clients who are seeking opportunities in green development.

Sarah Berman is the president of The Berman Group, Inc., New York, N.Y.

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