

Metro Comm'l. Corporate Communications getting it done

By **Michael Reisman**, Metro Commercial Real Estate

In a tucked away corner office of one of the most established commercial real estate firms in the region, there is a group of skilled individuals that has quietly made a name for itself through its dynamic and innovative marketing materials.



Michael Reisman

The Mt. Laurel, NJ-based, Metro Commercial Corporate Communications Group has certainly developed a knack for knowing the business and what it takes to keep its company thriving. No firm in the region, and perhaps in the country, has developed a comprehensive system for quickly and effectively communicating pertinent information to the people that need it. For property owners, it means the ability to quickly generate state-of-the-art marketing brochures, all in house, with the quality of the finest design shop and the content that conveys all that is necessary.

For retailers, it means providing leading-edge imagery combined with statistics to allow a tenant to speedily digest the advantages of competing sites, even if the decision maker is thousands of miles from the actual real estate.

"We combine state-of-the-art technology with creativity to create direct mail campaigns that get very good results," said Patty Seeberger, Metro Commercial graphic designer. Seeberger, who joined the firm

in 2004, uses her imaginative talents and commercial awareness to create quality materials for Metro Commercial's key client relationships, such as Target, Lowe's, Circuit City, Sports Authority, The Gap, and Petsmart. "Metro utilizes the latest in printers including a full-service, larger capacity commercial printer loaded with the latest equipment and service procedures." In fact, Metro Commercial has recently invested nearly half a million dollars on its color printers. This has allowed the firm to produce the bulk of its marketing materials in-house, while many brokerage firms are outsourcing their marketing needs.

Metro Commercial marketing services include creating site plans and customized maps, and designing brochures, newsletters, signs, email blasts, trade show booths and marketing materials for brokerage, leasing, management and development projects. Often, Metro's marketing team must work under strict deadlines and under pressure from the firm's clients.

"Metro Commercial's marketing department has proven to be both professional and efficient," said Lindsay L'Heureux of Strategic Retail Advisors (SRA). SRA, a firm that provides a broad array of services to different retail venues (such as Petsmart), often works in conjunction with Metro Commercial on a number of marketing projects such as aerial mapping. "We'll typically send a finished map to Metro Commercial for some extra finesse and flair. We've had an excellent working relationship for several

years now."

Metro Commercial graphic designer Kim English notes that knowing the particulars of the commercial real estate industry is imperative. "It's a fast-paced industry that demands quick turnaround and efficiency in coordinating projects," said English. "We have always been

continued on page 12H



committed to giving our clients the utmost attention and the best service possible.”

Metro Commercial has also streamlined its demographic tasks and management of location-relevant information by implementing a division specific to this strategic initiative. Led by Ted Pekula, director of research and information, the aim of the department is to maintain Metro Commercial's Geographic Information System (GIS) and organize geographic data so brokers reading a map can select data necessary for a specific project or task. Metro Commercial's GIS is capable of amassing copious data and presenting the information in a clear and precise manner. The high-quality, large format maps that are created by Pekula and Metro's team of graphic designers provide a larger picture of a given market area.

Within the past year, Metro

Commercial has even added an in-house public relations department to further strengthen its overall communications initiative.

With a distinctive mission of being an innovative leader in the commercial real estate industry by creating a powerful platform of broker marketing services, Metro Commercial has undoubtedly earned the reputation of being the region's premier commercial real estate firm.

Michael Reisman is director of communications at Metro Commercial Real Estate. ■