

# It seems to me Focus on servicing clients



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addition of our world of real estate from its very inception. Rather than standing pat as well it could have with its enviable success, it continued to innovate to provide even more to its readers and advertisers.

We at Bach identify strongly with Real Estate Weekly. We too feel that success can never be allowed to discourage innovation. In many respects, like Real Estate Weekly our very existence was innovative. We were the first realty company to be dedicated exclusively to investment sales. We were the first realty company for whom the primary focus was (and remains) servicing our clients. We were the first realty company founded and owned by a woman.

Today, many years later, we are the single largest real estate sales company. Most of the skeptics who laughed at our chances and questioned our ideas are today our clients. It is precisely, because of our success that we continue to strive to improve and innovate.

Like Real Estate Weekly, our success has not gone unnoticed. There are many

who have attempted to imitate almost every aspect of our operation. The truth is, far from being resentful or frightened by our imitators, we are flattered and honored. In many ways we are even thankful, for it is our competitors and our mimics who forced us to continue to improve to stay the best and the biggest.

We are indeed honored to be associated

with Al Hagedorn and Real Estate Weekly. We are very proud to have been the first major real estate company to recognize the potential that the Real Estate Weekly had to offer. We are delighted to have been able to grow together. We fully intend to continue to.

**LIKE REAL ESTATE WEEKLY**, when we started there were many who openly questioned if we could survive, much less succeed. There were many who said that real estate in general and certainly real estate in New York was not open to new ideas. I still remember vividly many who laughed and predicted that we would be lucky to last through the year.

## NAHRO offers technical assistance service

A UNIQUE NEW TECHNICAL assistance service for both public and private-sector organizations involved in the housing and community development field is now being offered by the National Association of Housing and Redevelopment Officials (NAHRO).

"This is an incredibly complex field that requires a range of technical knowledge and a multitude of skills that are often just not available on the staff of a single agency, developer, community organization, or department of local government," said NAHRO President Melvin J. Adams. "NAHRO, however, has access to a tremendous and diversified pool of talent from which we can draw to provide exactly the right individual expert or experts with the combination of experience and skills to deal with virtually any situation."

Both the scope of assistance and the level of technical assistance are flexible and tailored to the needs of each individual client, explained NAHRO Director of Technical Services Karen Rosenfeld.

The value of NAHRO technical assistance is not limited to public housing and development agencies, but should have specific appeal to developers involved in federally subsidized housing and development activities.

"THE ASSISTANCE MAY range from a one-person, one-day consultation on a discrete function, to a multi-purpose team for a thorough review of overall opera-

NAHRO is also committed to providing continued support through such devices as technical bulletins pertinent to the recommendations, telephone consultations, and on-site or off-site training."

In addition to technical assistance consultations, NAHRO is also prepared to offer technical workshops tailored to specific client needs and teleconferences which provide participants who subscribe an opportunity to obtain the advice of nationally recognized experts on specific subjects.

Rosenfeld said NAHRO technical assistance might be particularly valuable to developers, contractors, or nonprofit community groups not previously involved in subsidized housing or development programs. "We can provide the expertise to make certain that they understand the complex requirements of these programs and how to deal with them in the most efficient way."

At the same time, for housing and community development agencies, more cost-effective organization and management have become essential because of cuts in federal housing and development programs.

"WE ARE PREPARED TO provide practical, expert assistance to such agencies in the context of overall organization and management," said Rosenfeld. "Some agencies, however, may only need technical assistance."

## RS&P expands into industrial market

IN A MAJOR diversification move, Robert Sheridan & Partners is expanding its holdings to include industrial and warehouse properties. The Sheridan firm is a major converter of residential properties and the only national company with more than a decade of experience in that field.

"In 11 years, we've built a solid reputation and sold more than \$500 million of converted units by staying ahead of market trends," says Robert Sheridan, managing partner. "The new tax bill and developments in the industry mark a new era for real estate investment. Thus, we're diversifying to stay in the forefront of our profession."

residential properties in Atlanta, Chicago, New York, and Philadelphia, as well as in various cities in Florida and Tennessee.

The firm is now broadening its focus to seek a variety of properties through its acquisition program. In New York, this campaign will be headed by Stuart R. Lederer, general partner in charge of the New York Office. Sheridan will direct these activities in Chicago.

"In addition to residential properties, we are now actively seeking substantial industrial and warehouse projects to manage, upgrade, and further develop," says Sheridan. "We are particularly interested in industrial and warehouse properties with multiple tenants and a pro-