

Cheryl Maymon

CAM Realty of Southwest Florida, Inc.

'I truly care and worry about every tenant and owner we represent'

What is the most significant change you've seen in your industry over the past year?

Commercial Real Estate seems to have come through the recession and I have seen the industry start to gain strength again.

What improvements, innovations or changes do you foresee in your industry in the coming year or two?

I am hopeful that we start to "repurpose" some of our vacated storefronts. A perfect example of this would be when a community needs a larger library; we can repurpose a closed big box retail space for that. We have so many vacant retail spaces that have ample parking to be re-purposed.

What about further in the future?

I think we are going to see more mixed-use areas where people can live, work and shop. We should start to see more technology campuses replacing offices so that mobile employees have a place to work for an hour, recharge their phones and make phone calls without having to sit in their cars or a coffee house.

What are three key challenges your industry is facing?

In Sales, we are always facing challenges during election years because the future of interest rates can impact investments both in future purchases and in expiring loans that were created during historically low levels.

In Leasing, we are facing an excess of office space due to companies either downsizing or going more virtual with employees working from home. Retail space absorption is also declining due to more online shopping and less need for brick and mortar stores.

In Property Management, we are continually facing a decline in people entering the "trade businesses" and therefore we struggle to find vendors and the ability to budget for these services is getting more challenging.

How is your company responding to these?

We keep up with the changing environment and we make sure our investors are informed of the changes as they come with both interest rates, leasing absorption percentages, leasing rates, and property management concerns on the horizon.

Name three practices that have been absolutely critical in the success of your business?

With our property management department, we treat Tenants as Customers as we believe they are the heart and soul of any investment, and we strive to be a helpful

liaison between the Property Owner and the Tenant.

In Leasing, we make sure we are making the right match between a Tenant and a Property. We even help potential Tenants in some of their market research before choosing a location. We don't want failed businesses just because they chose the wrong location.

In Sales, we find our property management expertise is critical in helping investors choose the right property. We analyze not only the income of an investment, but we see the potential updates or changes necessary for building codes that can be unforeseen expenses which can change the profitability of an investment.

What is something you'd like to change about your industry now?

I would like to see commercial real estate business have more mobile applications designed for their needs that integrate with each other like the residential industry does. I would like to see FREE mobile apps that track demographics and marketing so that the potential tenants have easy access to assess a location.

Your company?

We need to make our property management department even more "online" so that Tenants can make their payments online and also report issues online.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

The best marketing and promotional strategy is "word of mouth" and to do this, you have to make your current Tenants and Clients value and respect you. All the marketing in the world cannot surpass doing your job with honesty and integrity so that people recommend you.

What is your 'superpower'? What particular strength or talent has contributed most to your success?

I have heart, I truly care and worry about every tenant and every owner we represent. That is the "Key!"

What accomplishment are you most proud of in 2016?

I am the most proud of my staff, their loyalty and their teamwork. I brought on a new person in Property Management this past year and changed staff around to different areas and they

WHO AM I?

NAME: Cheryl Maymon

TITLE AND COMPANY: Owner/Broker CAM Realty of Southwest Florida, Inc.

YEARS WITH THE COMPANY: Started the company in 2005, in real estate 20 years

YEARS IN SOUTHWEST FLORIDA: 20 years total, moved the office to Charlotte County in 2015

NATURE OF BUSINESS: Commercial Real

made the transition smooth and effortless. It's truly an honor to come to work with them everyday!

How is social media impacting your industry or business this year?

I am seeing far more use of social media in our industry. I really enjoy seeing companies use Facebook pages as a way to advertise their businesses and get quick feedback on their services.

What is on the horizon for 2017?

We are looking to grow our property management business in Charlotte County and help current and future businesses find Homes for their Businesses. ■



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