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TECHNOLOGY

Wacht gets witty on the Worldwide Web

Sierra Realty Corp., a New York-based real estate company offering a full complement of services to both the commercial and residential sectors of the industry, is rapidly expanding the breadth of coverage on its blog to reflect the diversity of the firm's expertise, announces James Wacht, President of Sierra Realty and author of the blog.

"With so many other industry blogs out there, I knew that ours had to be beyond informative," said Wacht.

"Our strategy has been to cover a thorough cross-section of timely, industry-related issues from the perspective of a uniquely approachable and captivating voice. I've spent the last several months fashioning

that voice and reinforcing its take with credible outside sources.

"We've seen a steady rise in traffic since launching six months ago and the result speaks for itself."

Wacht, who is also an attorney specializing in commercial leasing, property financing and acquisitions, punctuates his postings with links to a selection of articles representing a diversity of viewpoints.

Moreover, the content is characterized by a humorous, often witty tone as exemplified in the recent posting, "Economic Indicators for Dummies."

The blog can be found at <http://realtybites-nyc.blogspot.com>, or via Sierra's website, www.srcny.com.