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NEREJ Radio hosts Kaplan and Wilson offer perspective on government shutdown

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With the government shutdown having taken place, Rick Kaplan and Eric Wilson offered their perspective on the subject on the Oct. 5 NEREJ Radio Show. Of course, Rick and Eric have vastly conflicting opinions but more importantly, agree that this shutdown will effect the commercial real estate industry.

Joined by executive director Grey Lee of the USGBC (United States Green Building Council) Massachusetts chapter, they talked about the upcoming inaugural Massachusetts LEED project showcase. The event takes place Oct. 17 at Google, 3 Cambridge Center, Cambridge from 6 - 8 PM. The gallery style showcase event will have the walls lined with display project billboards. A select group of project teams will give brief presentations of their LEED Certified projects. The event is sold out and provides more assurance that this will become an annual event.

With social media still the most buzzworthy of avenues in the marketing world Rick and Eric like to discuss this subject at least once a month. Eric teaches classes and gives presentations as well as gives tips and tactics that help drive momentum in the social media world. Rick routinely asks questions on how to post or what a great post would look like. Eric breaks down the strategy behind creating a post, goal setting and measuring your results.

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