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Bierbrier Development gets interactive and social

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Bierbrier Development, a Lexington-based developer of premier shopping centers in Eastern Mass., has launched a new interactive corporate website along with a social media campaign designed to better interface with tenants, brokers, lenders and community members.

Complete with a fresh modern aesthetic, the new web design allows visitors easy and efficient navigation from their PC or mobile device using the latest technology in responsive design. Now property and leasing information, including maps and downloadable brochures, can be accessed from the office or on the road.

Len Bierbrier, president of Bierbrier Development, describes the retail real estate industry as "dynamic and ever changing - it is important that information is updated in real time and is accessible from anywhere." The site's interactive capabilities connect users directly with Bierbrier team members to simply schedule site visits or participate in acquisition and development opportunity submittals.

Through the integrated social share feature, site visitors can also interact with other users to share information via Twitter, Facebook, Youtube, and LinkedIn and follow Bierbrier on each platform to learn about the latest company happenings such as recent acquisitions and relevant retail real estate news.

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