

Lot Lines: Telling the story of Oklahoma City

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Published: May 26th, 2011



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These days, Oklahoma City commercial real estate brokers need to know more than how to market properties and facilitate transactions. While the basics of commercial real estate are still essential to success, brokers must also focus on broadening their marketing skills. Brokers are playing a key role in marketing Oklahoma City to the scores of out-of-state investors and companies seeking to capitalize on the city's stable economy.

The good news is that it has become much easier for local commercial brokers to tell the story of Oklahoma City to the rest of the world. That was not the case just 15 years ago. MAPS was still in the very early stages of development and no one really knew if it would dramatically transform the city's urban core in the way it has. Companies, retailers and investors simply considered

Oklahoma City a secondary market that had recovered well from the oil bust of the 1980s, but had not done anything substantial to distinguish itself from other comparable cities.

Now, with the amazing growth it has experienced over the 15 years – coupled with how well its economy withstood the national recession – it is much easier for commercial brokers to market the benefits of locating and investing in Oklahoma City. They have a dramatic story to tell. It is a story that local professionals are passionate about and love to tell. Furthermore, as word has spread of the city's growth, outsiders are much more open to considering Oklahoma City.

The Greater Oklahoma City Chamber is also helping local commercial brokers tremendously. In recent years, the chamber has created several first-class videos and marketing pieces that brokers can put in the hands of outside investors to help them better understand that the renaissance in the city is no fluke.

Most recently, the chamber launched a new digital magazine online that spotlights Oklahoma City's renaissance at www.velocityokc.com. The magazine features various articles with fantastic photography that showcase the city's way of life and strong economy. The chamber also created a new series of first-class online videos that communicate the strength of the city's economy with regards to expanding businesses, strength in the housing market and the impact of the MAPS program.

Another important factor assisting commercial brokers in telling Oklahoma City's story is the success of the Thunder. Because of the long run the Thunder has enjoyed in the playoffs, the city has been featured prominently to millions of people almost nightly on televised games and national sports networks. This tremendous publicity is worth every penny ever spent on bringing the Thunder to Oklahoma City.

Sports do play a driving factor when it comes to perception of a city and in improving the economy of that city. The Thunder is proving just that.

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