

Stroock's Real Estate Fast Forward

Stroock launched today Real Estate Fast Forward, a whimsical, immersive microsite for commercial real estate news and updates that Stroock built as a fun way to connect with clients amid the persistent, pandemic-induced slow-down in personal meetings.

Check it out on a laptop or desktop at refastforward.stroock.com.

Real Estate Fast Forward is an entirely new, differentiating way for Stroock communicate with clients in CRE. As the pandemic continues, Stroock partners miss the ability to connect as often and as closely as they did pre-Covid. Stroock created Real Estate Fast Forward as an entertaining way to make connections with clients and friends of the firm.

Real Estate Fast Forward takes visitors on a virtual journey through a simulated New York City streetscape. Users are challenged to find "hidden treasures" that deliver insights critical for the future of CRE.

Super users of the site – those engaging with the full spectrum of available counsel – will receive a sweet reward at the finish line.