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## **2017 Women in Professional Services: Adelaide Polsinelli of Eastern Consolidated**

May 16, 2017 - Spotlights



Adelaide Polsinelli,  
Eastern Consolidated

Name: Adelaide Polsinelli

Title: Senior Managing Director and Principal

Company Name: Eastern Consolidated

Years in real estate: 20+

What real estate associations or organizations are you a member of? RSA, REBNY, SPONY, CHIP, ICSC, Commercial Industrial Association of South Florida, SBO

How have you navigated obstacles to achieve success in your career? After working in the New York City real estate industry for more than two decades, I've seen my share of business cycles and challenges. I've learned that the key to achieving my goals is to find opportunities in the most challenging deals and difficult markets, and simply view obstacles as bumps in the road on the way to success.

How do you play your strengths to your advantage in your career? I see myself as an advisor for my clients, protecting their assets through strong advocacy and representation. I'm personally involved in every deal that I'm working on so clients know when they call that they will reach me directly. The sellers I work with have the benefit of my decades of experience, which has given me a deep understanding of the market and a broad network of likely buyers. As a result, I'm able to separate the noise from the facts by distinguishing "real buyers" from "casual shoppers" and shepherd a deal through to the end to ensure that money isn't left on the table.

What trends are you seeing so far this year? The biggest trend is in retail, which is going through a metamorphosis. We're seeing a reorganization of the players, a change in buyer preferences, and an adjustment in high street rents, but it doesn't mean the sky is falling. Retail is simply going through a cyclical process that all assets experience.

What do you do for fun? Close deals.

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