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2017 Women in Building Services: Sara Rubenstein, Continental Ventures

October 17, 2017 - Spotlights

Name: Sara Rubenstein

Title: General Counsel and Senior Vice President

Company Name: Continental Ventures

Years in real estate: 17

What real estate associations or organizations are you a member of? UJA REX (Real Estate Executives)

How have you navigated obstacles to achieve success in your career?

I have strong determination and focus, so when I have had obstacles, I have used that focus to navigate my way forward and to get back on track. I always try to use obstacles as an opportunity for learning and growth so that I can try to avoid them, or work through them faster, in the future. As I learn from them, I become better at what I do and a better leader. I have been called “a force” because of these traits. It keeps me motivated and helps me motivate others.

How do you play your strengths to your advantage in your career?

I am very passionate about what I do, and I think that comes across readily. That passion and excitement helps motivate my team. I also flex to other people’s strengths and weaknesses to build the best possible team and to drive performance. Because I love what I do so much, I have a natural curiosity about all facets of real estate; I ask numerous questions and always try to push myself and learn new skills.

What trends are you seeing so far this year?

Obtaining construction financing is continuing to be challenging. There are a lot of great projects being developed all around the city, so it is a matter of making the lender comfortable with the underwriting on a particular project, the fundamentals of the deal, and the path to the success of the project. It is also important for the developer to have a strong reputation and track record. For developers who lenders have done business with previously, those same lenders are often willing to

finance the deal.

What do you do for fun?

I love cooking and baking with my kids and exploring museums with my family.

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