



## **2018 Women In Real Estate, Professional Services: C. Jaye Berger, Law Offices C. Jaye Berger**

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How important is it for women to create a personal brand?

I think it is important for everyone to create a personal brand. However, no matter how much we would like to believe that there is a level playing field, there are still preconceived notions that need to be eradicated. Developing a brand helps to do that.

I would like people to consider me the “go to” person for construction contracts and related matters. For me, there are construction-related matters everywhere I turn. Obviously they arise in commercial properties, either for the party renting the office space or for the building itself, which may be renovating a façade or adding floors on to the building.

They are a part of the leases, where there are build-outs needed. They arise in every kind of property, including co-ops and condos, both for the residents and owners of such properties. Even a two unit townhouse can have enormous issues regarding renovations desired by one of the units and how it will affect the other unit and the building.

People want to buy residential properties and engage in massive renovations. This raises contractual issues between the party and the building on alteration agreements and between the party doing the renovation and all the people they will need to retain to work on the project.

Helping people to better understand the process is very gratifying.

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