



2018 Women In Real Estate, Professional Services: Amanda Shisler, NorthMarq Capital, LLC

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Name: Amanda Shisler (Macikowski)

Title: Vice President

Company Name: NorthMarq Capital, LLC

Real estate association / organization affiliation(s): MBA, BOMA, ICSC

What blogs, resources, podcasts or influencers have helped you?

NorthMarq Capital provides sales and product training. In addition they encourage me to interact with successful women in our industry and offer a mentor who has many years of experience in commercial real estate finance.

In addition to the tools and training NorthMarq provides I do enjoy listening to Heather McDonald's "Juicy Scoop" and Heather Dubrow's "World." They tend to be light and funny, but talk about personal branding, work life balance and the #MeToo Movement. New Sales Simplified by Mike Weinberg provided me with tools for prospecting and new business development.

How many messages are in your inbox right now and how do you manage email?

I have one unread e-mail. I leave my e-mail open 24/7 and I will read them as I receive them. If it's going to take me more than a couple of minutes to respond I flag the message and set a reminder to go back and answer the e-mail by a certain time.

In one word, describe yourself:

Adventurous

What do you do like to do for fun?

I enjoy traveling, paddle board yoga, rock climbing and rappelling.

What are some of your biggest accomplishments in the last 12 months?

In the past 12 months I have transitioned from an investment analyst to a producer, with my focus on affordable housing/low income housing tax credit deals.

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

It's important to identify your niche and stay with it. For me, I have a background in HUD audits and tax credits, so I try to focus on prospecting LIHTC, HUD, HTC and MHC deals.

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