



## **2018 Women In Real Estate, Professional Services: Carol Shelby, Meridian Capital Group**

September 18, 2018 - Spotlights

Name: Carol Shelby

Title: Managing Director

Company Name: Meridian Capital Group

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

I've closed nearly 100 transactions over the last 12 months in a lending environment where rates are rising and lenders require more diligence.

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

Your personal brand is your key to success and a direct reflection of your values. Over my 27 years in the industry, I have built a reputation for being reliable and trustworthy—my clients know they can depend on me to get the job done.

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

A lot, but I respond as quickly as possible, even if just to acknowledge receipt and tell them I'll look into their request. How you present yourself via email goes back to your personal brand—it's important to make sure clients know they are your top priority no matter how much you have on your plate.

What do you do like to do for fun?

Spending time with my family brings the most satisfaction in life. I'm fortunate to be a wife, mother, and grandmother.

In one word, describe yourself:

Motivated.

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

The biggest influencers in my career have been the partners at Meridian. I have been a part of the company for 27 years, and they have been an invaluable resource in helping me get to where I am today. They are hands on, quick to share information and help in any way possible, and most importantly, we operate as one collaborative team.

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