



2018 Women In Real Estate, Professional Services: Cara Faske, Pace

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Name: Cara Faske

Title: CEO

Company Name: Pace

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

There was certainly a time in our industry when it was critical for women to create a brand for themselves, to counter any preconceived notions society might have about them. Today, with social media, it's important for everyone—women and men—to create a personal brand; especially for networking and career opportunities. You can't rely on somebody else to control your narrative. In terms of content, I believe that authenticity is the single most important characteristic of any personal brand. It means honesty and reality.

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

I currently have 12 messages in my inbox. It's reflective of my life in general. I don't like clutter and feel strongly about staying focused on the tasks at hand. I keep the messages that need to be addressed and delete or move the others to client files. I'm the same way at home and it drives my kids nuts! They leave stuff out too long, it gets tossed.

In one word describe yourself.

Optimistic

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

Obviously new business is up there in terms of how you gauge success and we are thrilled to have branded several really cool projects this past year with the most noteworthy being the offices and retail space at 432 Park Ave.

We are also very proud of the gender equality initiative we launched, Common Ground. It has been a great way to showcase stories about women in real estate and how they rose up the ranks, what

obstacles they had to overcome and what advice they have for other women in the field. It has been extremely rewarding to hear and share these stories.

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

Strangely enough, the blogs, podcasts and influencers that have helped me most have nothing to do with real estate or marketing/branding. I spend a lot of time reading and listening to new thought pioneers such as Eckhart Tolle, Gabrielle Bernstein and Mel Robbins to name a few. The lessons I've learned about following my instincts and staying present have helped me in the daily operations of the company. I also believe in the practice of mediation and have even discussed incorporating it into our day with my staff.

What do you like to do for fun?

My family takes turns hosting Sunday night dinners. I love planning the menu and preparing the meal, which has a lot to do with what's growing in my garden.

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