



2018 Women In Real Estate, Professional Services: Luise Barrack, Rosenberg & Estis, P.C.

September 18, 2018 - Spotlights

Name: Luise Barrack

Title: Managing Member

Company Name: Rosenberg & Estis, P.C.

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

The firm's Litigation Department, which I head, was named Litigation Department of the Year in Real Estate by the New York Law Journal. The firm and I, as the firm's managing member, were honored to be asked by the New York Law Journal to be featured in its series this year on the success of mid-sized firms. The firm also represented REBNY in submitting an amicus brief to the Appellate Division. The Appellate Division adopted the legal position advanced in our brief, that apartments in buildings receiving Real Property Tax Law (RPTL) § 421-g tax benefits may be luxury deregulated in the same manner as other rent-stabilized apartments.

In another big win, the firm handled the Altman case at the Court of Appeals which reversed the Appellate Divisions' decisions which were adverse to and plaguing the residential real estate industry.

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

The recognition of publications, such as the New York Law Journal and the New York Real Estate Journal, have been instrumental in publicizing the successes of the firm. Our litigation victories are won on behalf of our clients, and it is our greatest satisfaction to achieve our clients' goals. Sharing these favorable decisions and making the industry aware of same via these publications make the wins that much sweeter for both our firm and our clients, particularly in industry issues and highly adversarial cases.

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

I believe that the best "personal branding" is to be confident in your own skin: Know who you are, what you want, and how you plan to achieve your goals, while remaining true to your values. For me, this has come naturally and has not required me to be anyone other than who I am. I believe in

being as direct as possible and want others to do the same.

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

I try to respond to e-mails as soon as I receive them, both to be as responsive as possible to my clients and to avoid backlog. However, in instances when that is not possible, I can have more than a dozen emails queued up to respond to at any given time, on which I am usually awaiting additional details to complete. I make it a point not to leave any emails unanswered.

What do you do like to do for fun?

Outside of work, I love to read and am a member of a book club comprised of a great group of women. I also love bicycle riding, both locally and in Europe, and getting to enjoy the pasta and wine that follows, guilt free.

In one word, describe yourself:

Tough

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