



CELEBRATING  
30 YEARS



**2018 Women In Real Estate, Professional Services: Faith Hope Consolo, Douglas Elliman Real Estate**

September 18, 2018 - Spotlights



Name: Faith Hope Consolo

Title: Chairman Retail Leasing, Marketing and Sales Division

Company Name: Douglas Elliman Real Estate

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

Staying in the game! Amid this challenging retail landscape, I am able to have a continuous pulse on the market from fashion to food to fitness. Success is being able to reinvent oneself and to continuously expand and grow the business without compromising the service.

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

Who What Wear, The Haute Pursuit, The Blonde Salad, Madison Avenue Spy, Wired, SuzeOrman

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

Brand identity is important whether you are a woman or a man because it is shorthand for how customers think about your business and it is what separates you from your competition. Creating an experience with consumers will help establish that relationship and focusing on the experience in today's market goes a long way...my identity and service has not changed over the years and clients know...for the best in retail space You Need Faith!

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

At the moment 7,556 new...the only way to manage email is to be disciplined and have a rhythm. Personally, I have assistants that help me divide and conquer. I strive to personally respond to all, but delegation is the key.

What do you do like to do for fun?

Tennis, sailing...and shopping of course!

In one word, describe yourself:

# Passionate

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