



## **2018 Women In Real Estate, Professional Services: Cindy Farkas Glanzrock, Glanzrock Realty Services / Glanzrock Curatorial Services**

September 18, 2018 - Spotlights

Name: Cindy Farkas Glanzrock

Title: President

Company Name: Glanzrock Realty Services / Glanzrock Curatorial Services

Real estate association / organization affiliation(s): YMWREA, B'NAI B'rith Real Estate, UJA Real Estate Division, In addition to City Meals On Wheels, Museum of Jewish Heritage, Fresh Air Fund

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

My biggest accomplishment this past year was focusing on what I love as the RealArtMuse. Combining my passion for real estate and art. I had many meetings with a major developer/publicly traded company and I was hired and asked to curate artwork for them throughout their NYC office space. I was hired by an art gallery to negotiate and renew their lease so that they could fix up their space. I curated artwork from a Chelsea gallery, (Margaret Thatcher Gallery) whom I worked with to originally place art in the lobby at 270 Madison Ave. and then worked with them to place art in a private home with the gallery and the artists working together with me.

First ever lobby art tour I arranged and hosted last year for YMWREA and we will have the 2nd one coming up Friday, September 28th.

What do you do like to do for fun?

Visit all sorts of art events, museums, galleries, art foundations, work out and try all kinds of workouts to keep it fun and challenging and like the environment to change.

From The Class by Taryn Toomey to Gotham Boxing to Rowing to Yoga, preferably outside in a vineyard Oneoceanyoga in Bridgehampton to Paddle boarding with PaddleDiva in Easthampton. I am the opposite of regimented and programmed but I am disciplined to a degree.

Also, eating is a hobby and I love to cook. From classic French, all ethnic food, Iranian and Turkish to super fresh sashimi and salads, with a delicious roasted chicken and potatoes to an all american

hamburger.

In one word, describe yourself:

Resilient!

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

Art blogs and online art magazines such as Artsy.net. Art databases such as See.Me. Art services websites such as Artfrankly.com. Art fairs websites such as Frieze Art Fair, Armory Art Fair and Affordable Art Fair. And, general art resources: Saatchi Art and the Galleries throughout NYC have great websites.

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

Yes a personal brand is important as we become attached to something that represents who we are or aspire to be. The persona, the energy, the style, morals, values. We are looking for a connection between what we do in our lives what we eat...wear, read, art we place on our walls. I know I look for a personal brand that is in synch with me or what I aspire to be. And, the personal service the brand might provide is important to me as this is what makes and takes it beyond experiential but more part of a lifestyle.

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

I am embarrassed to say since I am not a "deleter." Let's just say between my five email addresses I have thousands! I look at spam and trash what is spam every week. Try to delete the political and commercial promotions ASAP. But, I need focus to do this. And, it just is NOT something I like to spend energy on, nor do I find it is time well spent. Except I know clutter drains energy.

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