



## **2018 Women In Real Estate, Professional Services: Valeria Kozhich, Holm & O'Hara LLP**

September 18, 2018 - Spotlights

Name: Valeria Kozhich

Title: Partner

Company Name: Holm & O'Hara LLP

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

My biggest accomplishments this year have included closing on real estate transactions totaling over \$221 million in New York City. Not only were these large deals, but they were properties with complex issues, which included removal of violations and judgement liens, closing of permits, foreclosure matters, tenancy issues, and estate administration.

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

A variety of blogs and podcasts from lawyers and non-lawyers have helped me, including: Nicole Abboud, a millennial speaker, and Deena Baikowitz, from the Fireball Network. I also love browsing through Dealtech's blog which maps the landscape of transactional legal technology and advises on current legal tools to assist clients. I am active on Twitter too, where I read: @NYREJ and @m\_maratto.

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

Brand is essential to any professional in a competitive market, but professional brands are harder to create and sustain than product brands. It's not easy to package credibility and skill so that people can grasp their value. Effective professional brands are built on solid work, skill in solving certain kinds of problems and a reputation for providing excellent service for specific types of clients. When a brand emerges organically and authentically, it is a powerful tool for exercising influence and attracting clients. Women have to be especially aware of this and not allow competition to lead them to inauthentic branding.

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

I currently have over 48,000 email messages read and sorted in my inbox, many of which are cc's.

On any given day, I receive 150 to 200 email messages. I manage my email through prioritization and organization. Depending on the complexity of the response required, I will either respond straight-away or later on for more complicated matters that require a detailed and comprehensive response. I also set aside blocks of time during the day to only answer emails. Emails that are a part of a larger project get tagged into our project management software to help the project move smoothly.

What do you like to do for fun?

I enjoy traveling, especially overseas. This year, I went to Cartagena, Colombia with my husband. Travel has always provided a mix of adventure, excitement, and most importantly, wonderful food. I also love training my rescue dogs, which is frequently tough going but always rewarding.

In one word, describe yourself:

Tenacious

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