



CELEBRATING
30 YEARS



2018 Women In Real Estate, Professional Services: Wanda Pearson, RSA Mortgage Brokerage

September 18, 2018 - Spotlights

Name: Wanda Pearson

Title: CEO / Managing Broker

Company Name: RSA Mortgage Brokerage

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

As CEO and managing broker of RSA Mortgage Brokerage, my biggest accomplishment has

been to expand our market presence as a full-service firm with the expertise, experience and resources to obtain financing for our clients' commercial properties. Also, I've endeavored for RSA Mortgage Brokerage to be recognized for our competence as problem-solvers, helping multifamily property owners with complex issues obtain financing on a wide range of deal structures.

RSA Mortgage Brokerage, established in 2014, is a unique partnership between the NYC Housing Partnership, a successful facilitator of affordable housing, and the RSA, the largest industry association in New York City serving the interests of 25,000 multifamily property owners and agents.

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

I communicate every day with property owners and lenders, as well as professionals in industry associations involved in all aspects of commercial real estate financing. I keep up with industry news, events and trends which also involves attendance at conferences and seminars where ideas are exchanged among industry leaders.

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

It is empowering to distinguish yourself based on experience, expertise, track record and passion. That coupled with sharing and advancing your company's reputation and philosophy, are the keys to success. In my career I have closed over 400 commercial loans. I strive to ensure that each client attains their financing goals in this challenging environment. Successful organizations are defined by the quality of the services provided to their clients. We take particular pride in repeat business and word of mouth direct referrals.

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

It's a challenge but I try to keep a maximum, say, 25. Otherwise email volume can be overwhelming. I am adept at parsing through my emails daily to assess importance and required action. Then I file, leave as to-do reminders or delete. Obviously, correspondence related to loans in process are a priority.

In one word, describe yourself:

Tenacious

What do you do like to do for fun?

I enjoy thinking outside the box to arrive at financing solutions that meet our clients' needs.

Otherwise, I like to spend time decompressing with friends who are not in the industry.

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