



2018 Women In Real Estate, Professional Services: Natalia Asido, RE/MAX Elite New York

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Name: Natalia Asido

Title: Real Estate Principal/Professional

Company Name: RE/MAX Elite New York

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

There have been so many exiting changes in my real estate and construction career. We are currently in the final stages of opening a brand new RE/MAX brokerage in New York City and I couldn't be any happier to be part of this powerful internationally known franchise that I will be heading up. In the construction end of my career, my flooring company www.CityInteriorNYC.com has grown by 40% and we have bid on over \$20 million worth of projects in the last few months alone.

Our growth for next year is looking strong and we are growing a professional powerhouse that will move my personal business into the next stages of my dream, which is real estate development.

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

Growing up I watched my mother brand herself within a very male dominated art world. For women in particular, a strong personal brand can open the door to new business and career opportunities. Well-traveled, smart, sophisticated, educated and mature female professionals know that a woman with these characteristics in the work place is a force to be reckoned with. A woman who can position herself as a strong personality, build a resilient, supportive team of women/men around her and grow her brand would only create beautiful music to everyone's ears.

I believe that professional women run their businesses with more thought, multitask, passion, more strategy and take avenues that men do not normally consider or could even use. That's why creating a beautiful synergy between the two is very important.

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

I start my morning every day by reading through various news outlets from European, Asian, North

American and South American news. I believe keeping up to date helps you develop a better understanding of the International real estate and construction and development market as well as laws that are changing abroad which affect the investment opportunities state side. Technology on the other hand is advancing at a very fast pace so keeping up with the new trends and new real estate tech companies is also very important to me. I am always interested where real estate will be in the next 5, 10 and 20 years as new platforms are appearing which are simplifying the way to buy/sell/rent real estate.

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

78,069 including the junk I get on a daily basis. Probably the strangest question I have ever received, but the best way to manage is filters and knowing who your spammers are.

What do you do like to do for fun?

When I'm not working, I love to travel as much as humanly possible, see my family in Montreal and in Buenos Aires, which are some of the best cities to visit.

In one word, describe yourself:

Resilient

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