



2018 Women In Real Estate, Professional Services: Suzanne Rosnowski, Relevance International

September 18, 2018 - Spotlights

Name: Suzanne Rosnowski

Title: CEO & Founder

Company Name: Relevance International

Real estate association / organization affiliation(s): I was recently chosen to be a member of the Forbes Agency Council, part of a curated network of successful peers and senior-level executives in public relations, media strategy, creative and advertising agencies. I have spoken at the Wharton School of Business on leadership and entrepreneurship, Real Estate Weekly Women's Forum, Real Estate Board of New York (REBNY), REMarTech (Real Estate Marketing and Technology Academy), Certified Real Estate Advisors at the esteemed Touro Grad School of Business, and Greenpearl's Annual Real Estate Expo.

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

In the past year, we have represented dozens of the leading names in real estate. Launching our London office this past October and creating a global affiliate network, we rebranded from Relevance New York to Relevance International and expanded our client reach around the globe. We also launched our digital arm, Relevance Digital, which has exposed our real estate clients to the digital age. Beating out 11 other agencies globally, Relevance was also named global agency of record for The Royal Atlantis Resort & Residences in Dubai, the first "super prime" property of its kind.

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

Both men and women should have clarity on their personal brand. Since there are a lack of women in real estate overall, there is a real opportunity for women to stand out. Personal brands must be authentic. Most women in real estate have succeeded by developing a brand that makes them easily recognizable and relevant. It should be clear what sets you apart and how you can add value to others.

In one word, describe yourself:

Passionate

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

I currently have 1,463 emails in my inbox. Being the CEO of a company, and particularly public relations, it is important to regularly check emails, even on weekends. When I am spending time with my family, however, I do not make my emails a priority.

What do you do like to do for fun?

I enjoy spending time with family, traveling, art, eating great food and live music.

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

My family, especially my parents, have played a huge role in the support I have been shown throughout my life and career. I'm inspired by motivational business leaders. In the real estate field, women leaders such as Daun Paris of Eastern Consolidated, Faith Consolo of Douglas Elliman, Jane Gol of Continental Ventures, and Lauren Witkoff of Witkoff are a few examples of inspiring clients, mentors, and friends. I hope to be a mentor to those around me and influence the next generation as a female in real estate.

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