



2018 Women In Real Estate, Professional Services: Shallini Mehra, Meridian Investment Sales

September 18, 2018 - Spotlights

Name: Shallini Mehra

Title: Associate Broker

Company Name: Meridian Investment Sales

Real estate association / organization affiliation(s): YMWREA, CHIP

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

The real estate community is filled with so many brokers that distinguishing yourself and creating a brand is critical. Whether I am on the phone, sending out a letter, writing an article or following up with a potential client via phone or in person, I try to communicate the same key qualities about how I work. With so many different mediums for branding, people in general have a very short window for attention. In addition, we can't be all things to all people, and so I usually emphasize my strong analytical skills, my straight-shooter style with strong transparency in all deal transactions, and my focus on ensuring that the client is making the right decision regarding the transaction at hand.

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