



2018 Women In Real Estate, Professional Services: Melody Schor, Abrams, Fensterman, Fensterman, Eisman, Formato, Ferrara, Wolf & Carone, LLP

September 18, 2018 - Spotlights

Name: Melody Schor

Title: Associate Attorney

Company Name: Abrams, Fensterman, Fensterman, Eisman, Formato, Ferrara, Wolf & Carone, LLP

Real estate association / organization affiliation(s): Iranian American Bar Association, Former Board Member

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

Podcasts and influencers that have helped me over the years have been Katie Couric and Oprah Winfrey. I am especially interested in following and hearing from women who have found a way to break barriers to be successful in their professions. Regardless of their particular professions, there are many valuable lessons that can be shared which are universal and can be applied to any circumstance. Hard work, dedication, determination and talent, when combined with a strong work ethic, can lead any woman (or man for that matter) to success.

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

I believe a personal brand is important for all professionals. Your personal brand is your greatest asset and allows for potential clients or colleagues to get a sense of the standard of business you conduct, as well as how you go about conducting it. Your knowledge and professional strengths can be projected in your brand and therefore make it easier for potential clients to connect with you and choose to build a working relationship together.

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

There are 15 unopened messages in my inbox right now and all will be read and cleared out by the end of my work day. I organize all my emails into folders and sub-folders according to the matters I am currently working on. I routinely take time at the end of my day to follow up on all open emails using them to create an updated task list for the next day.

What do you do like to do for fun?

I enjoy being with my family. We're outdoors whenever possible. I enjoy watching my son discover the world around him.

In one word, describe yourself:

Determined

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

Some of my biggest accomplishments in the last 12 months have been acting as the lead real estate counsel in conjunction with several multi-million dollar corporate merger and acquisition deals at my firm. I have also represented several lenders on loans totaling upwards of \$20 million, negotiated commercial leases with well-known corporate tenants, and helped many sellers and first-time home buyers navigate the residential real estate market.

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