



2019 Ones to Watch: Dana Forbes, Daniel Gale Sotheby's International Realty

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Name: Dana Forbes

Title: Global Real Estate Advisor

Company Name: Daniel Gale Sotheby's International Realty

Year Entered the Field: 2014

List up to three CRE organizations that you are currently a member of:

LIBOR,
CIBS,
REALTOR

What do you consider to be your greatest professional accomplishment in the past 12 months?

In March I was recognized with the "Top Hospitality Sale, Suffolk County" by LIBN for a property my team sold in East Hampton. It was a complicated property to sell. It had previously been on the market several times, using various agents without success. My team succeeded by structuring a creative transaction that satisfied both buyer and seller. There is more than one way to negotiate an acceptable offer.

What advice can you offer to someone who is interested in a career in your industry?

Make the commitment upfront to treat your real estate career with the same drive and dedication as you would at any other full time position, even though you're not punching a clock. Plan to work 40-plus hours a week from the start, pay attention to and learn from industry veterans, especially in the beginning. Follow every lead or business opportunity that comes your way—you never know what opportunity will or won't bear fruit. If whatever you've been working on doesn't work out, accept defeat graciously because you don't know what will come back to you.

Who or what do you attribute to your success?

My strong background in finance was burnished during my tenure at Goldman Sachs, and that training served me well through the building and selling of two small businesses. Those experiences, combined with Daniel Gale Sotheby's International Realty's management team and industry-leading training, mentoring, and continuing education opportunities have greatly contributed to my success, allowing me to grow my business to serve both a residential and commercial clientele on Long Island and the Hamptons. I've also learned a lot from mentoring new agents, who have shared new and innovative techniques that keep me at the top of my game.

How have your life experiences impacted who you are professionally?

From playing office as a youngster through my launch and sale of two successful businesses; I've honed the skills necessary to thrive in the real estate industry. To be successful in this highly competitive field, you need technical and organizational skills, publicity and marketing savvy, the ability to create and stick to a budget, to regularly network and provide unsurpassed customer service. My experience as a NASDAQ market maker trading large blocks of stock taught me to balance risk and reward and focus on investment potential. Serving as the president of a local community not-for-profit keeps my organizational skills sharp.

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