



2019 Women in Real Estate: Ali Rossland, Westbridge Realty Group

September 17, 2019 - Spotlights

Name: Ali Rossland

Title: Director of Sales

Company Name: Westbridge Realty Group

How do you hold your own in a negotiation?

Before entering a negotiation, I mentally have a line drawn that I know no matter what I am not crossing. During the negotiation, I do my best to stay as far away from that line as possible. I've also learned over the years the, "give to get" principle. If the other person believes you are giving them something that they want, then they are more likely to give you what you want and capitulate.

What recent project or transaction are you most proud of?

In the beginning of the year, I was hired to sell a rent-stabilized building in the CONH (Certificate of non-harassment) program. Finding the right buyer for this was like finding a needle in a haystack. All the odds were against us – i.e. fully rent stabilized building, CONH program, and the building needed a ton of work. I knew I had a real seller though, so I didn't give up. Our exclusive was running out and in the 11th hour Ari Benyacov pulled through and found a buyer to close in two weeks!

Who inspired you to join the CRE industry?

I grew up with an uber-successful interior designer as a mother. She would always take me to different spec homes and projects she was working on. She inspired my love for real estate, and I decided to take it a step further.

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