



2019 Women in Real Estate: Andrea Gendel, Pryor Cashman LLP

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Name: Andrea Gendel

Title: Partner

Company Name: Pryor Cashman LLP

Association/Organization Affiliations (REAL ESTATE ONLY): International Council of Shopping Centers; Real Estate Board of New York

Who inspired you to join the CRE Industry?

My father was a mechanical contractor in NYC who worked on many large projects. It was always interesting to have him point out buildings that he worked on. I loved that when he finished a job, he could see the fruits of his labor. My dad always encouraged me to be a professional, particularly a lawyer, since he always said that he could never win an argument with me, so when I eventually did, real estate was a natural fit. The irony was not lost on me that he worked on the building where I attended law school!

How do you hold your own in a negotiation?

Every negotiation is different because of the issues, client concerns and personalities involved, but no matter how heated or intense a negotiation can get, it is so important to remain calm in delivery of your point of view. Anyone can raise their voice to try to be heard, but the person who speaks with confidence, sound reasoning and in a manner that is thoughtful and calmly presented will be heard. It is also important to know when to compromise, if the situation (and client) allows!

What is your favorite motivational quote?

My family and I are big basketball fans so my favorite quote comes from one of the greatest players of all time, Shaquille O'Neal: "I never worry about the problem. I worry about the solution." It resonates because it reminds me to put the focus on problem solving. No client wants to hear about how difficult an issue or concern may be to solve. My job is to come up with creative ways to come to a satisfactory resolution and ease a client's burden whether it be during negotiations, conflict resolution or simply consultation.

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