



2019 Women in Real Estate: Danielle Lacko, Besen Partners

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Name: Danielle Lacko

Title: Senior Director of Retail and Hospitality Business Leasing and Sales

Company Name: Besen Partners

Association/Organization Affiliations (REAL ESTATE ONLY): ICSC

What is your favorite motivational quote?

"Failure is not the outcome – failure is not trying. Don't be afraid to fail." ~ Sara Blakely, founder of Spanx.

What books, blogs, podcasts, resources or influencers would you recommend to women?

Gretchen Rubin, author of "The Happiness Project."

Who inspired you to join the CRE Industry?

My client base. I am heavily immersed in the restaurant industry, formerly working for Keith McNally during college, as well as, I have many networks in the hospitality business including longtime friends and my longtime boyfriend who owns four restaurants in NYC. I love finding spaces and helping my clients nurture their vision by working with them on all levels.

How do you hold your own in a negotiation?

I stand firm on my points by being prepared with the complete market analysis. Due diligence is essential to close, whether working for a tenant or landlord.

What is the best advice you have received, and who was it from?

Alan Miller, Besen Partners, He told me to read as many real estate journals and news sources daily to be well informed on the industry. It makes a difference being in the know!

What recent project or transaction are you most proud of?

Retail lease for Frenchette Restaurant in Tribeca. It was a personal achievement on both sides of the deal. I was referred to take on an assignment by a wonderful landlord, Angelo Cosentini, OTL enterprises. I had worked on a lease with Angelo in the past and I wanted to do a good job for his referral, when I walked into the retail listing for my first inspection with the landlord, I immediately knew who the perfect fit would be. I called my longtime friends chef Riad Nasr and Lee Hanson, now

co-owners of Frenchette, In Tribeca. They walked in and it was love at first sight. This made my former client, Angelo, and my new client John Viggiano, owner of the property, all super happy.

What was one of your biggest accomplishments in the last 12 months?

I bought a beach house on the NJ shore with my boyfriend of 10 years.

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