



2019 Women in Real Estate: Deana Wetzel, Marks Paneth LLP

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Name: Deana Wetzel, CPA

Title: Director – Real Estate Group

Company Name: Marks Paneth LLP

Association/Organization Affiliations (REAL ESTATE ONLY): AICPA, New York State Society of CPAs, NYSSPCA Nassau Chapter – Real Estate Committee Co-Chair

What is your favorite motivational quote?

My favorite motivational quote comes from Will Rogers: “Don’t let yesterday take up too much of today.” In the accounting profession and in life, you never know what the day is going to bring. Some days just do not turn out the way you planned and are tougher than others. The key is to let it go. Don’t let what happened yesterday consume you today.

What was one of your biggest accomplishments in the last 12 months? One of my biggest accomplishments over the past 12 months was helping Marks Paneth successfully launch its LEADS (Leadership | Empowerment | Advancement | Diversity | Success) women’s initiative. LEADS was created to promote the retention and development of women in the firm, and in less than a year, we have been able to do and accomplish so many exciting things, like organizing volunteer opportunities and social gatherings as well as educational and professional development seminars. As a senior-level professional, I am very dedicated to supporting my fellow women in the firm and it means a lot to me to be involved with this initiative.

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

Recently, I attended a presentation on social media, which specifically discussed how professionals can use LinkedIn to grow their practices. Since then, I have become a big fan of using LinkedIn for networking. It’s a great resource for keeping up with the latest news in the real estate industry and sharing articles that I’ve read or written for Marks Paneth’s Real Estate Perspectives newsletter.

What recent project or transaction are you the most proud of?

I have helped several of my real estate clients acquire new properties all over the country and grow their real estate empires. I take pride in the due diligence and consulting services I provided, which enabled my clients to make smart choices, as well as the partnerships I have forged with my clients’ attorneys to ensure timely and efficient closings.

