



2019 Women in Real Estate: Karen Cohen, Karen Cohen Realty & Associates

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Name: Karen Cohen

Title: Managing Member

Company Name: Karen Cohen Realty & Associates

Association/Organization Affiliations (REAL ESTATE ONLY): Brooklyn Chamber of Commerce

What is your favorite motivational quote?

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat." OR "The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty." ~ Winston Churchill

Who inspired you to join the CRE Industry?

When I was a young girl, my parents owned a resort retail store in Rhode Island. From an early age, I loved interacting with all different kinds of people while helping them in my parent's store. I loved being able to help people find what they needed. The CRE industry is not that different. I help people find what they need, whether it's a landlord looking for the right tenant, or a retailer looking for the right location. So, I guess that my parents were my inspiration to do what I love doing as a commercial real estate broker.

How do you hold your own in a negotiation?

From my background and experience, I know that a fair deal has to make sense for all sides in any negotiation. Therefore, when I am negotiating a deal from either the landlord's or tenant's side, I always try to understand where the other side is coming from. If both sides are reasonable, there is usually a deal to be made. Even if we can't come to an agreement, and both sides respect each other's positions, we can develop a relationship of respect that might lead to something else down

the road.

What recent project or transaction are you most proud of?

Recently, I brokered a deal representing a tenant, Jetson Electric Bikes LLC, whose business was rapidly expanding and needed to find larger office space. They wanted to stay in Brooklyn, NY. After touring a dozen possible sites for their business, I was able to find them new space in Industry City that was an excellent fit for them. What was most satisfying to me was that I was persistent in looking for the right space for my client's needs and was able to find space that worked for both the client and the landlord.

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