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2019 Women in Real Estate: Cara Cronin, Cronin & Cronin Law Firm PLLC

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Name: Cara Cronin

Title: Partner

Company Name: Cronin & Cronin Law Firm PLLC

Association/Organization Affiliations (REAL ESTATE ONLY): Long Island Real Estate Group, Executive Board; LIREG W

What is your favorite motivational quote?

“Always bear in mind that your own resolution to succeed is more important than any other.” ~ Abraham Lincoln.

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

My father recently introduced me to Blinkist. It is an app that gives 15-minute summaries of various books on the topics of business, parenting, health etc. I use it as quick refreshers for issues that come up at work such as negotiation strategies or office management as well as a resource for parenting advice.

How do you hold your own in a negotiation?

I find the most important part of negotiations is understanding where the other side is coming from. Once you have that understanding you can work toward a resolution that recognizes their needs without compromising those of your client. I find if I come into the negotiation with that perspective it sets the right tone to move forward toward a beneficial outcome for everyone involved.

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