



## **Has social networking had an impact on your success?**

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Lauren Davidson is a director at Grubb & Ellis,. Her responsibilities include: Corporate tenant representation and business development across service lines. Davidson is affiliated with CoreNet; REBNY; Penn Women in Real Estate; chair of the Real Estate Club, Penn Club of New York; UJA Federation of New York Real Estate Committee

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What impact has social networking had on your success?

The strong network of personal and professional relationships I have built is integral to my success. By nature, commercial real estate is an entrepreneurial business and successful business development is dependent on personal references, not just qualifications. As a business-to-business professional service, our industry's community of decision-makers is also relatively small and interconnected, which enabled me to develop an effective personal network relatively quickly. I am also mindful that making connections is not the hard part -- maintaining them through meaningful participation in related activities is more critical. I am involved in various non-profits, but I focus the majority of my time on serving the Penn Club of New York. As a member of the board of directors, I plan events ranging from wine tastings to professional panel discussions that bring individuals together and facilitate introductions among Club members. The connections I have made at the Penn Club, in a social environment, have translated into multiple business opportunities for many individuals at the Club, as well as for me and Grubb & Ellis.

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