



## **Robin Fisher, Newmark Knight Frank**

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Robin Fisher

Managing Director

Newmark Knight Frank

For Robin Fisher, the keys to success in commercial real estate are attention to detail and exceeding expectations. It is a mantra that has paid off for her.

"Exceeding a client's expectations brings a great deal of satisfaction," said Fisher, recently promoted to managing director and named Newmark Knight Frank's 2010 New York Rising Star. "My clients always come first."

"I've been fortunate to be trained and mentored by people who lead by example," she said. "The message, whether from my parents or veteran industry colleagues, has been steadfast—treat client issues as if they are your own. No matter how large or small the transaction, the bottom line is to ask the right questions, listen carefully, facilitate as many solutions as possible, and give each client the attention they deserve. There is no 'short cut'."

That equation for success is clearly borne out by recent transactions, a key one being the completion of Sesame Workshop's New York City headquarters deal in 2010. "Our team was hired in 2008," Fisher said, "when NYC market conditions were against us. Taking time to consider every possible option proved to be the best strategy as we were able to take advantage of a soft market and secure brand new space including significant building infrastructure upgrades at aggressive rates. It will be a spectacular and creative environment for the Workshop for the next 18 years!"

Also in 2010, Fisher directed the relocation and consolidation of the American Liver Foundation's international headquarters at 39 Broadway in Manhattan by negotiating an early termination of its current space and then replacing ALF's former tenancy with the premier boutique law practice of Kreisberg & Maitland.

"Both organizations will save a significant amount of money," she said. "More importantly for ALF, those recovered funds will go directly to fight the battle against liver disease."

Helping non profits maximize savings is particularly satisfying for Fisher, who devotes much of her free time to charitable and community initiatives. As 2010 vice chairman of the Young Men's/Women's Real Estate Association of New York, she coordinated many events that included the delivery of packaged meals to the elderly, 440 Thanksgiving meals to homeless shelter residents; the revitalization of two community centers; and canned food, blood, and coat drives.

Marrying business and personal sides of life is an art form, one that Fisher has adeptly mastered. Networking online and in person are key elements, in her view, skills that one must continually strive to improve.

"It is critical to form new relationships from existing ones as well as to reconnect with old friends and

contacts. It's especially rewarding when you love what you do," Fisher said. "Working on behalf of friends and developing fulfilling relationships through business has been a great solution to the 'work/life' balance. So long as you maintain a great sense of humor, work becomes an enjoyable extension of the 'life' part."

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