



Marie and Michelle Marie Zere of Zere Real Estate Services share career accomplishments and advice

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Name: Marie Zere

Title: President & CEO

Company/firm: Zere Real Estate Services

Years with Company/firm: 32

Years in field: 36

Years in real estate industry : 36

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Real estate organizations/affiliations: CIBS Commercial Industrial Broker Society, Long Island Real Estate Group (LIREG), Long Island Business Development Council (LIBDC)

During the last 10 years of your career, which professional accomplishment, honor or achievement was most meaningful to you and why?

As former president of CIBS -Commercial Industrial Brokers Society I thought it was important to set an example as an ethical broker that adheres to high level of standards and expertise.

Which project, deal or transaction was the 'game changer' in the advancement of your career during the last 10 years?

We have done thousands of deals in the leasing and sales arena in commercial real estate. From a simple bank site, a Stop & Shop Center to a Touro Law School Court Complex for \$33 million. Zere Real Estate Services is on top of their game.

How do you contribute to your company and / or the industry?

Leadership starts with a kind gesture, charity, creativity and knowledgeable guidance. Having your sales team watch you excell in a deal is the best tool for motivation.

What advice would you give to women just starting out in commercial real estate?

Be strong, be honest and know your business.

How do you manage the work/life balance?

All three of my children work in my company along with several of my grandchildren. We have a strong close work ethic and deliver our properties with a great sense of pride and serve our clients with great care.

Who or what has been the strongest influence on your career and why?

International travel has opened doors and given me personal and business contacts. Globalization of business in America started a very long time ago and now we are feeling the economic

effects because of too much government regulation in the U.S. corporate sector across the board. How are you using social media to promote yourself, your products and / or your firm? Twitter has been fun and is a great way to reach others outside of one's field of business. The economy affects all facets of business that directly translates into real estate. Where would you like to be 10 years from today? Same place, same time, same channel...I love what I do and meeting new people. Everyday is a challenge that I look forward to.

Name: Michelle Marie Zere
Title: Executive Vice President
Company/firm: Zere Real Estate Services
Years with Company/firm: 25
Years in field: 25
Years in real estate industry: 25
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Real estate organizations/affiliations: CIBS Commercial Industrial Brokers Society
During the last 10 years of your career, which professional accomplishment, honor or achievement was most meaningful to you and why?

Marketing and communications for Zere Real Estate Services with all of the new technology changes, globalization and economic factors that have come in to play running a company owned and operated from a Long Island family with extensive commercial real estate experience.

Which project, deal or transaction was the 'game changer' in the advancement of your career during the last 10 years?

The game changer for me was the \$27 million transaction on 19 acres in Nassau County where I sold Briarcliffe College and Grumman Aerospace Corp. Before that deal brokers thought I just ran the office and walked behind my mother. They did not know about my comprehensive media background dealing with national and international companies and developers nor the fact that I have worked and apprenticed since age 11 in the business before computers and did my first big deal at age 21, a 10,000 s/f office space deal with Metropolitan Life Insurance all on a handshake.

How do you contribute to your company and / or the industry?

I handle all media relations with a background in publishing and public relations working for power icons such as Rupert Murdoch, New York Post, Cahners Publishing, Grid Magazine, Real Estate Media, Real Estate New York and Real Estate Forum.

What advice would you give to women just starting out in commercial real estate?

Get a thick skin, have financial staying power, be direct and knowledgeable about your product.

How do you manage the work/life balance?

I love what I do. My office environment is beautiful. I grow orchids there, play music, cook in the kitchen when not meeting with clients or at closings.

Pasta anyone?

Who or what has been the strongest influence on your career and why?

My mother Marie Zere, president and CEO of Zere Real Estate Services. She is a powerhouse with

the credentials and experience to give a knockout punch at a conference table orchestrating a deal.

How are you using social media to promote yourself, your products and / or your firm?

The best tool is still your company website, a friendly hello and a handshake also do the trick when meeeting new contacts.

Where would you like to be 10 years from today?

Running my familes commercial real estate firm, Zere Real Estate Services, exactly where I am. We enjoy what we do and our reputation for producing results is unparalleled in the industry.

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