



Clinco of MayerMeinberg recalls a memorable achievement and how she contributes to the industry

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

Earning my partnership at MayerMeinberg has been one of the great achievements of my career, and is the direct result of hard work and dedication to client service that define my work ethic and upbringing. My parents ran a family owned business, and from that experience I learned the importance of the careful management of money, which I've brought to both my practice and personal life. I watch out for my clients as if it were my own finances, and this clear commitment to their well being makes them intensely loyal.

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

Recently, after helping a real estate management firm build the accounting and tax models critical to its success, I then acted in the capacity of the CFO to help them retool and rebuild their business model for the current marketplace. My performance in that role, and the successful remodeling I initiated contributed to five additional pieces of business within that company for MayerMeinberg, as well as another recommendation that led to an engagement with another new client unrelated to the referring company.

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

As a partner in charge of the CIRA (co-op/condo) Group at MayerMeinberg, I oversee our audits and tax return work on close to 70 co-op/condo buildings. Currently I'm working on the ongoing expansion of our work with real estate management firms. Our real estate rental business has grown by more than 25%.

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

There is simply no substitute for hard work. It's hard to accomplish anything without a strong work

ethic, which includes putting yourself in the right places to meet the right people to expand your business.

How do you manage the work/life balance?

A supportive home environment and a wonderful spouse have been invaluable to my success. I make every effort to participate fully in my children's lives, and am satisfied that my family, my clients and my colleagues all reap the benefits.

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

My parents deserve credit for having instilled the foundations of service, caring, quality and a first hand look at entrepreneurship and the value of hard work. Mark Meinberg, managing partner at MayerMeinberg has been a mentor and friend for 22 years. He has given me the guidance and opportunities to grow in my career and reach my potential. Both Mark and my parents believe in the value of customer service. If you produce a good product, and demonstrate that you care about your customer, that will win you repeat business, recommendations and referrals.

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

MayerMeinberg launched a new website in 2011 with social media plug-ins including Facebook and Twitter. We produce a regular newsletter supplemented by alerts when appropriate, and create practice area specific newsletters as well. LinkedIn is another valuable resource for networking and recruiting. Social media is important and an exciting component of our practice. Although these are valuable tools and should be embraced, they do not replace but only supplement the face to face interactions that are integral to success.

Where would you like to be 10 years from today?

I would like to follow in the footsteps of Mark Meinberg and Bob Mayer, the current managing partners at the firm and when the time is right, assume the managing partner role. I believe in the firm's mission to continue to provide quality service, promote investment in our clients and to push forward and continue what started with the formation of MayerMeinberg last year.

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