



Sharon of TerraCRG discusses daring career move

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Name : Efrat Sharon

Title : SVP Debt Financing

Company/firm : TerraCRG

Years with Company/firm : 2

Years in field : 8

Years in real estate industry : 12.5

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Real estate organizations/affiliations : YMBA

What is the most daring thing you've done for your career? How did it turn out for you?

Since I moved to the US from Israel in my mid-twenties, I'd say the most daring thing I've done was to become an independent broker after being an analyst in the debt business for less than two years. I had no client base or book of business, no friends from college years, no relatives in the business who I could reach out to, and no financial stability. Luckily I also had no clue as to what I was getting myself into, and that leap of faith turned into the most valuable lesson I learned about my own resilience and capacity for success.

What do you consider to be the most successful way to increase referrals?

Straight shooting and treating everybody with respect.

When you listen carefully to what prospective clients say they wish to accomplish, and use your best resources, personal and others, to understand the challenges they are expected to face, and then you follow up with a simple genuine answer as to what you believe they could benefit from or how they should go about their business, whether it's with your help or somebody else's who is better fitted for the job, people tend to appreciate it and send others your way with a warm recommendation.