



Shelby of Meridian Capital discusses tip for balanced living

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Name: Carol Shelby

Title: Managing Director

Company/Firm: Meridian Capital Group, LLC

Years with company/firm: 21

Years in field: 21

Years in real estate industry: 21

Telephone: 212-612-0251

Email: cshelby@meridiancapital.com

URL: www.meridiancapital.com

Real Estate Associations/Affiliations: REBNY

How do you and/or your firm use social media?

I use LinkedIn to keep my professional network informed about market trends and transactions I am closing. Additionally, Meridian uses Twitter to keep our followers up to date on interest rates, deals and events that we are participating in. The company website features our Twitter feed making it an important part of how we get real time information out.

What is your biggest leadership challenge, other than the "glass ceiling"?

At this point in my career I have earned a seat at the table, the hardest part is keeping my seat at the table given how competitive the mortgage financing business has become. Nevertheless, this challenge serves as motivation to never stop pushing for clients and to always continue building my lender relationships as new lenders enter the market.

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

I would say it was not shying away from this business 20+ years ago when it was REALLY a boys club. I had to work harder and smarter from the beginning but doing so taught me a lot and allowed me get to where I am today.

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

It's difficult to pinpoint one event specifically but I think its fair to attribute my advancement to my ability to adapt to changing market dynamics and always pair my borrowers with lenders who are the right fit at that specific time.

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

Provide an unparalleled client service experience and certainty of execution to every client upfront and when you close, don't be afraid to ask for an introduction to their network, it is the highest compliment someone can give you.

What is the BEST advice you have ever received?

You will always be faced with competing needs and you have to be able to assess who needs you the most at the moment and be there for them. This applies to work, family, friends and your own

personal time.

What is your favorite tip for balanced living?

Be organized. Once you have a plan, surround yourself with great support people and make sure you are at a firm that provides superior resources that enable you to be successful professionally and maintain harmony in your home life as well.

Where would you like to be in 10 years?

This may be counterintuitive, but I would like to be where I am today. I enjoy my work, have terrific colleagues, a well-earned and loyal client base and we are at a cyclical high in the commercial real estate financing market. What more can I ask for?

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