



Girand of Murray Hill Props. discusses most daring career move

May 28, 2013 - Spotlights

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

We are very active on LinkedIn, Twitter and Facebook. It's a terrific way to "get the word out" about whatever the message might be on a particular day. Much of our business is really about networking so I attend many business and social events. Also, I am an active member of REBNY and YMWREA.

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

There is no glass ceiling at MHP. I am encouraged to go as far as my own creativity will take me. My biggest leadership challenge is that I wear several different hats. At any moment I could be with a tenant whom I represent, or as an agent of 417 Fifth Avenue making sure that I have provided outside brokers with clear concise information or as the manager of the building, making decisions with contractors that will affect the building and the tenants. I try to lead by example at all times.

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

At 417 Fifth Ave., we convinced ownership to reposition the building as a world class commercial property asset. We took an underperforming asset, visualized and then realized its potential. Though we continue to improve the building, I couldn't be happier with the results thus far.

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

When I was appointed the agent on 417 Fifth Ave., it opened a whole new venue to me. Eventually I sold another building to ownership but it was their trust in my judgment that I greatly appreciated.

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

I have found that being a good listener is the key. You must pay attention when a prospect is

speaking. For so many brokers, we try to separate ourselves from each other by letting a prospect know all about our skill level to show that we have one aspect that another broker might not, however I have found that by paying attention closely, I get better results.

What is the BEST advice you have ever received?

"Get everything in writing!" It might seem like a cliché, but I have learned to take nothing for granted until I receive it in writing. Whether it's an exclusive representation agreement, a cost estimate or an offer; that document is a strong foundation upon which to build your project or relationship. Without it, you're not doing business; you're just having a conversation. I also always remember my mother's advice. She said that "each and every day is an opportunity to do better than I did the day before." Her advice is always very close to my heart.

What is your favorite tip for balanced living?

I have a strong sense of self and I constantly re-examine my life. I know my own personal strengths and weaknesses. It is very important to me to maintain a sense of balance in my life. I do what I can and allow others to do what I can't.

My husband and my children are a tremendous source of strength, support and happiness for me. I also go to the gym very early in the morning because if I don't, my work hours have a tendency of continuing on into the evening. So if I don't go in the morning, I don't go at all. I believe taking care of myself physically and emotionally enhances my business performance.

Where would you like to be in 10 years?

I would like to see my children healthy and happy and I would like to be exactly where I am now, making deals, managing properties and improving assets.