



Heryet of Cassidy Turley discusses social media

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Name: Nicola Heryet

Title: Senior Managing Director, Principal

Company/Firm: Cassidy Turley

Years with company/firm:17

Years in field: 28 years

Years in real estate industry: 35

Telephone: 212.318.9792

Email: nicola.heryet@cassidyurley.com

URL: <http://www.cassidyurley.com/profile/nicola.heryet>

Real Estate Associations/Affiliations:

Former Chairman of the Young Men's/Women's Real Estate Association

Former Board Member of CoreNet New York and Women Executives in Real Estate

Former Board of Director, Commercial Brokerage Division, the Real Estate Board of New York

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

The Cassidy Turley Facebook page is great for community building and finding out what other offices are doing. I also enjoy it because it is about celebrating achievements and recognizing those that are doing great work. I also find LinkedIn a powerful tool to stay in touch with existing clients and to reach new prospects.

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

There are several transactions that I'm proud of including the creation of a 740,000 s/f downtown campus for the United Federation of Teachers, the consolidation and restructuring of the entire DKNY 240,000 s/f portfolio into three buildings as well as the long-term strategy for Kellwood Company, in which I have completed 15 transactions on their behalf over the past three years.

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

Networking and mentoring. It is critical to get involved in industry organizations and not just attend meetings or events but commit to it, join a committee and take a leadership position. The more you put in, the more you will get out.

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

Thankfully, I can't really say that I've ever encountered the dreaded glass ceiling. Understanding your clients, nurturing relationships and working hard create strong business ties and it all pays off.

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

The most daring thing I did for my career was to leave a well-paid residential management job that I loved, and move into commercial brokerage because I wanted more of a challenge. 28 years later, I can happily say that it was the best thing I ever did to further my career and I love being in commercial leasing.

Where would you like to be in 10 years?

Improving my golf game.

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