



Kahaner of Cassidy Turley; Stand by your work

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Name: Susan Kahaner

Title: Senior Managing Director

Company/Firm: Cassidy Turley

Years with company/firm: Joined in 2013

Years in field: 19

Years in real estate industry: 19

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Real Estate Associations/Affiliations: Member, Real Estate Board of New York

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

Early on in my career, I was a staff writer for Walter Cronkite at CBS, so I've always been fascinated with the role that media can play in business, and of course real estate. Social media enables us to have the most current information instantly and stay connected. It is shaping how we interact as individuals as well as companies and brands.

Without a doubt, how you communicate is crucial; social media allows you to stay in touch with larger groups of friends or colleagues with the touch of a button. On the other hand, sending too much information can be a nuisance to busy people. We have to use it all wisely in order to be effective and relevant because as easy as it is to send, it's even easier to delete.

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

To get the attention of the Finnish Consulate, I produced and starred in a video set to jazz that showcased a unique space that I knew they would love. I sent it to Finland and it worked! They took the space and we all had a good laugh about my starring role.

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

Stand by your work. If you have negotiated a lease for your client that stands up to the scrutiny of time they will remember you and will refer you to their friends and business colleagues. If you always strive to do your best, and do work you are proud of everyday, your clients will share their happiness with others.

What is your favorite tip for balanced living?

Turn-off your cell phone when you sit down to dinner.

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

Working with high profile clients like Museum of Modern Art, Foundation Center, New York State Health Foundation, Sotheby's Institute of Fine Arts, Better Business Bureau Serving Metropolitan New York, and Care USA has been both challenging and rewarding. Each one was a game changer in some respect. Understanding each client's mission and/or business strategies as well as the

many nuances of working with prominent names has set me apart within the industry and helped me build a great reputation.

These clients were all "game changers" for me.

Where would you like to be in 10 years?

On a beach somewhere - with absolutely nothing to do.

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