



## McLean of GFI Capital; Have a strong work ethic

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Name : Jennifer McLean

Title : CFO

Company/firm : GFI Capital Resources Group

Years with Company/firm : 1

Years in field : 26

Years in real estate industry : 26

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Real estate organizations/affiliations : NAA, CREW

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

Our various divisions use Twitter, Facebook and LinkedIn to engage with our clients and prospects on a regular basis, build brand awareness and grow our online presence. Social media has also assisted us in our recruiting efforts as it enables us to target a broad range of prospects that we never would have been able to access before. I personally use LinkedIn on a daily basis. I am involved in several online groups and find the articles and discussions very relevant to what I deal with on a daily basis. I also use it to network with my peer

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

I am challenged constantly in my day to day dealings. This is why I love this industry so much. With the last two companies I was with, I was involved in a complete turnaround initiative. Identifying opportunities to be financially successful at the company and property level in a cyclical industry is rewarding. Putting the right team in place is also a challenge.

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

Leaving a CFO position with a Midwest commercial real estate firm and taking a CFO position with an east coast affordable housing firm. We picked up our family of three young boys and relocated within a two week period. Getting up to speed on all of the regulatory requirements surrounding the affordable housing industry was challenging. I eventually was given responsibility for overseeing the compliance department in addition to my CFO responsibilities and became the go to person when it came to dealing with the agencies.

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

We are working on several high profile large scale projects currently in the Manhattan market including a hotel/residential project. I am looking forward to my involvement and watching the projects take shape.

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

Networking with your peers. I've been in the business for 26 years and still maintain contact with friends/colleagues from my first place of employment. I remain very knowledgeable on topics in the industry and pride myself on being a good listener and delivering on what was promised. If you deliver results, the referrals come naturally.

What is the BEST advice you have ever received?

Have a strong work ethic. Remain open and honest and maintain a voice.

What is your favorite tip for balanced living?

I am extremely organized. It is hard to juggle being a mother, wife and established professional. You need to focus on what is important and don't sweat the small stuff. Being able to prioritize is key.

Where would you like to be in 10 years?

I plan on still being in the business in 10 years, older and wiser. I consider myself very fortunate to get up everyday to a family and career that I love. There is always opportunity to learn no matter how long you have been in the business.

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