



Krasnow-Renzi of Avison Young discusses ways to increase referrals

May 28, 2013 - Spotlights

Name: Shari Krasnow-Renzi

Title: Director of Project Management

Company/Firm: Avison Young

Years with company/firm: 1 month/new hire

Years in field: 15

Years in real estate industry: 25

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

I have realized that, throughout my career and managing the many projects that I have worked on with various clients and consultants spanning the variety of business sectors and industry disciplines, consistent, honest and fair communication with all parties and maintaining mutual respect and an understanding of each parties responsibilities and expertise is crucial to developing lasting relationships which then bring positive referrals and repeat business.

What is your favorite tip for balanced living?

I believe that a person should always allow for a particular amount of time each day, or each week, to "turn off" and de-stress.

We live in a very motivated and fast paced world in which we are all "connected" all day, every day. This often leads to the immediate gratification expectations from the people that we interact with in business and in our personal lives. However, in order to maintain balance, both physically and mentally, one needs to allocate a time when everyday pressures are put aside in order to rejuvenate.

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