



Linnick of Trepp discusses most daring career move; Switching to a new field

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Name: Shari Linnick

Title: Vice President

Company/firm: Trepp, LLC

Years with Company/firm: 3

Years in field: 7

Years in real estate industry: 13

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Real estate organizations/affiliations : NYCREW

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

My firm uses social media via a blog and Facebook account, as well as being a web based data and analytics platform for the CRE and CMBS industries.

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

My biggest leadership challenge is time management. There are always more things in which I would like to be involved but have limited time in which I can participate.

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

The most daring thing I've done for my career is switching to a field I had never been in before but in which I was keenly interested (CMBS). It turned out to be the best career move I've ever made as I truly enjoy what I do and find it endlessly engaging.

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

My big game changer was getting my master's degree in real estate finance from NYU as opposed to a particular deal or transaction. This allowed me to move from commercial brokerage into structured finance, which is where I really wanted to be.

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

The most successful way to increase referrals is to refer others and never turn away business or networking opportunities. The more people one knows, the more business one can do!

What is the BEST advice you have ever received?

The best advice I have ever received is to stick to your guns and do what you feel is right for you in terms of the direction of your career.

What is your favorite tip for balanced living?

My favorite tip for balanced living is keep it simple and enjoy everything you do.

Where would you like to be in 10 years?

In 10 years I would like to be in the C-Suite of the company for which I currently work.

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