



## Clinco of MayerMeinberg discusses the use of social media

May 28, 2013 - Spotlights

Name : Lois Clinco, CPA, CFE

Title : Partner

Company/firm : MayerMeinberg LLP

Years with Company/firm : 24

Years in field : 26

Years in real estate industry : 24

Address : 6900 Jericho Turnpike, Suite 312

Telephone : 516-921-8900

Email : lclinco@mayermeinberg.com

URL : <http://mayermeinberg.com/>

Real estate organizations/affiliations : The Long Island Real Estate Group, Affordable Housing Association of Certified Public Accountants, Community Associations Institute of Long Island, Hauppauge Industrial Association, National Association of Housing Cooperatives

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

MayerMeinberg utilizes social media to connect with our clients and stay on the pulse of industry activity. We actively use our blog, Twitter account and Facebook account to stay up-to-date on the latest information. I personally feel that my LinkedIn account is one of the best social media tools to stay updated and network.

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

Time management is definitely a challenge. Finding the time to balance work/home life can be difficult, especially during tax season! It's important to prioritize.

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

The most daring thing I have done for my career was deciding to take a position 24 years ago with Mark Meinberg. Although I only had 2 years experience at the time I had 3 job offers and I knew this was an important decision. There was something about Mark that I trusted in and still do.

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

The "game changer" is meeting the right people who remember you, then recommend you. You never know on what job or engagement you will make an impression so you should always be on your game.

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

To do the best job you can for existing clients as they are the best referral source.

What is the BEST advice you have ever received?

To say thank you to your staff who supports you.

What is your favorite tip for balanced living

To appreciate your spouse and their continued support

Where would you like to be in 10 years?

In ten years, I would like to be managing partner.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540