



Accattato of Racanelli Realty; Be honest in all your dealings

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Name : Lois Accattato

Title : Coordinator of Property Management Services

Company/firm : Racanelli Realty Services, Inc.

Years with Company/firm : 25

Years in field : 28

Years in real estate industry : 25

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Real estate organizations/affiliations : BOMA, Long Island Real Estate Group, Institute of Real Estate Management

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

Our firm is now starting to embrace LinkedIn and how to best leverage it. We attended the ICSC LinkedIn seminar to get an even better understanding of this social media tool.

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

I am fortunate in that the glass ceiling does not exist at Racanelli Realty Services. We are all given every opportunity to advance. As for leadership, I am always challenging myself to be a leader; someone with conviction, decision-making and values that benefit the entire organization.

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

I made the transition from the construction side of the business to property management and basically, assumed key responsibilities in this area including direct accountability and responsiveness to our properties' tenants.

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

By consistently providing excellent customer service, being responsive to the needs of others and exceeding your customers' expectations, referrals naturally stream in.

What is the BEST advice you have ever received?

Be honest in all your dealings with others.

What is your favorite tip for balanced living?

Make sure your priorities are in line with your values.

Where would you like to be in 10 years?

I would like to have a larger portfolio to manage on the professional side, and on the personal side, to be enjoying more time with my family.