



Roket of Olshan Frome Wolosky - Work hard, very, very hard

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Name: Nina Roket

Title: Partner

Company/firm: Olshan Frome Wolosky LLP

Years with company/firm: 17 years

Years in field: 17 years

Years in real estate industry: 17 years

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Real estate organizations/affiliations: WX New York Women Executives in Real Estate

International Council of Shopping Centers (ICSC)

Urban Land Institute (ULI)

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

I was an early adapter to social media and find that it's immensely invaluable in pushing out information to clients on legal trends, recent news and deals. I follow a number of clients and reporters on Twitter and actively interact. Olshan has a social media platform on our website and a number of our partners have successfully used social media to engage with clients, including regular practice blogs, Twitter and Linked In.

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

As a member of the executive committee and co-administrative partner of a mid-size law firm with diverse practices, it can be a challenge to get everyone on board to engage in business development and to fully leverage relationships to maximize our support for clients. As lawyers, we get caught up in the work and have to remember to nurture and build upon relationships to grow the firm's business. The past few years have been challenging, as the economy has been a moving target. We're always trying to anticipate the next big shift to adjust accordingly.

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

I recommended to a client at the closing of a very high profile transaction not to be "strong-arm million" for a closing delivery item that legally the lender was not entitled to receive. My client, at my suggestion, did not engage in settlement discussions with the lender which would have involved the delivery of a release, paid the fee demanded by the lender, closed on the transaction, subsequently threatened suit against such lender and collected 100% of the amount remitted. A lot of emotions and nerves were involved at the closing, but sound business and legal judgment prevailed - I would say it turned out very successfully for me.

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

Representing the owner of an office building in downtown NY in leasing matters, as a second year associate, which really jumpstarted my career and representing the buyer of a shopping center in Las Vegas and handling the leasing of the entire shopping center, which spearheaded my focus on retail matters.

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

I consider it a great use of my time to network, speak at industry events and otherwise strategically get out from behind my desk to increase my profile. But, the single most successful way to increase business is to consistently go the extra mile for your clients in every instance. I promote a culture of client support within the firm and we're all engaged and responsible for being as fully responsive to our clients' needs as is possible. I've received many referrals from happy clients, and clients tend to stay with Olshan for many years.

What is the BEST advice you have ever received?

Work hard, very, very hard and never give up.

What is your favorite tip for balanced living?

You have to periodically step back from your work and recalibrate. Spending time with family and friends helps me to refocus energy on clients' and work.

Where would you like to be in 10 years?

I'd love to continue to do what I am doing now and grow and further my business.

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