



Berman of The Berman Group discusses daring move

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Name : Sarah Berman

Title : President

Company/firm : The Berman Group, Inc.

Years with Company/firm : 8

Years in field : 15

Years in real estate industry : 15

Address : 380 Lexington Avenue

Telephone : 212 4507300

Email : sberman@bermangrp.com

URL : <http://www.bermangrp.com/>

Real estate organizations/affiliations : RELA

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

We use social media to compliment the PR strategies we implement for our clients and to showcase our work at The Berman Group.

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

The biggest challenge is mentoring young people in our firm and outside, finding people who want networking and career advice and following these mentees as they grow.

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

Starting The Berman Group eight years ago was the most daring thing I have done, and it turned out much better than I could imagine.

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

The growth of our business into new industries like finance and law; diversifying our real estate and construction practice.

What do you consider to be the most successful way to increase referrals? Forming close relationships with as many people as possible.

What is the BEST advice you have ever received?

The best advice I have ever received would be to invest in relationships, keeping in mind that existing relationships should always be a first priority over new ones.

What is your favorite tip for balanced living? You must find a great team to support you.

Where would you like to be in 10 years? I would like to be doing exactly what I am doing today with a great team and happy clients.