



## **DiCola of Trepp, LLC; Network, Network, Network!**

May 28, 2013 - Spotlights

Name : Annemarie DiCola

Title : CEO

Company/firm : Trepp, LLC

Years with Company/firm : 23

Years in field : 30

Years in real estate industry : 30

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Real estate organizations/affiliations : NYCREW, Corenet, CREFC, EACC, RER, WX

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

We provide two daily blogs to the industry, TreppWire and TreppTalk. We also tweet sector news daily on Twitter. We maintain Trepp Facebook and LinkedIn pages.

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

Managing a multi-pronged strategy.

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

Turning down job offers from law firms (my sweet spot) to join Trepp (not in my comfort zone in 1990). I thought I would give it a year; that was over 22+ years ago and I was made CEO in 2005.

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

The sale of Trepp to DMGT in 2004. I was General Counsel on the deal. Subsequently to their acquisition, they promoted me to CEO.

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

Network! Network! Network!

What is the BEST advice you have ever received?

What is your favorite tip for balanced living?

Stop using the word "balance" which implies perfection. Instead, check in with your work-life priorities each week, and ask yourself every day if you are on top of your priorities.

Where would you like to be in 10 years?

Still serving as CEO of a successful company and serving as director on a few boards.

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