



Crawbuck of Grassi & Co.; Give 110% no matter where you are

May 28, 2013 - Spotlights

Name : Lori Crawbuck

Title : Audit Manager

Company/firm : Grassi & Co.

Years with Company/firm : 13

Years in field : 13

Years in real estate industry : 13

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Real estate organizations/affiliations : CFMA

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

Our firm including myself use social media to keep clients and other business owners/members up to date on current trends in the industries we service, provide tax advice and accounting expertise. In addition, we use it to follow what our clients are working on, what interests them, as well as companies and organizations that we do not currently service, in order to keep our expanding our knowledge.

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

My biggest leadership challenge is keeping the "younger" staff excited about their future in the industry. It is important for them to realize the impact they are having on the community by being part of the industry that is building the NJ and NY areas.

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

Recently, I met with the leaders of our firm to present to them a change in my position. This change would allow me to focus on the internal operations of our organization and provide ideas to help make us more efficient, enhance the quality of our deliverables to our clients and focus on the development of our staff. This idea was accepted and implemented on the spot.

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

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

By giving referrals. It is important to make strategic introductions among your contacts that could lead to an opportunity they otherwise would not have had.

What is the BEST advice you have ever received?

The best advice I have ever received was from my college professor (who has remained my mentor). We would discuss all the requirements and opportunities available to me and how to achieve success. She instructed me to do all things necessary to further my career as far as it can go and by doing so the decision on how far I want to take my career is in my hands and nobody else's. Though the words were simple, the message was powerful.

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What is your favorite tip for balanced living?

My favorite tip for balanced living is don't expect to be able to do it all; as something will always suffer. Focus on each aspect separately, your home life or your time at the office and give 110% no matter where you are.

Where would you like to be in 10 years?

In ten years, I would like to be at Grassi & Co., continuing as an expert in the construction/real estate division of our practice. I would like to be a role model/mentor to the younger women in our firm, helping them reach their potential and provide them the opportunities that were provided to me.

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