



Yawitz of Eastern Consolidated discusses her daring career move

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NYREJ Women in Real Estate Q & A

Deadline EXTENDED to May 10, 2013

Name: Marcia Rose Yawitz

Title: Principal, Senior Director

Company/Firm: Eastern Consolidated

Years with company/firm: 13 years

Years in field: 49

Years in real estate industry: 49

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Real Estate Associations/Affiliations: Real Estate Board of NY

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

Eastern uses social media to interact with clients and to keep up a news flow through Twitter, FB, and LinkedIn.

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

When my children were very young, 1 ½ years and 5, I made the decision to return to work. It was in the early 1960s, when most women remained home with the children and were influenced by "happy family sit-coms." It was a daring move at that time trying to balance home and work and yet it was the best thing for my family. In later years, it made my children more responsible for their own actions and they have been successful in their own lives both as parents and as professionals. I believe that it made me a more well-rounded individual, I have had great years in an industry where being a woman has never been a handicap. There has always been a feeling of respect from my co-workers for the experience I have had.

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

If during your years in the industry you are able to maintain relationships with your customers by always being straight forward with them, your reputation will follow you and so will the referrals. After 40 years as a broker, I now deal with the third generation of customers. Memories are long in this industry and although you may only be as good as your last deal, people appreciate that you are there for them.

What is the BEST advice you have ever received?

It is more the best advice I can give... "If it isn't in writing, it isn't so."

What is your favorite tip for balanced living?

Many years ago during a routine physical check-up, I was asked how I survived as a real estate

broker which my doctor felt was the most competitive and ulcer-producing industry. The only advice I can give to young brokers starting out is to be able to put any aggravation behind you as soon as you leave the office. It will be there in the morning waiting for you, and there is nothing that one can do when you go home. However, very often a solution to the problem may come to you at 3AM, but I advise one to just turn over and go back to sleep.

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