



Boddewyn of Alan Gaynor + Company, P.C.; Discipline is a key ingredient for balanced living

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Name : Michele Boddewyn

Title : President

Company/firm : Alan Gaynor + Company, P.C.

Years with Company/firm : 33

Years in field : 33

Years in real estate industry : N/A

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Real estate organizations/affiliations : NYCREW

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

LinkedIn is employed to provide top-of-mind awareness to existing clients, colleagues and consultants. We use it as a networking tool to introduce the firm's experience and expertise to potential new clients.

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

The acquisition of Ludwig Michael Goldsmith, Architects, represented a unique challenge in terms of growth and advancement both for me and for the firm, as well. Critical factors which came into play include: organizational culture, client portfolio, employee integration and financing options. Clearly leadership skills played a significant in the successful combination of the two firms. I am proud to say that the acquisition was seamless.

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

At Alan Gaynor + Company, we adhere to our core values and our philosophy, which is to be the least-cost provider of Quality, Professional Services. We have established a "culture" of low overhead, hands-on management and cost effective problem solving. Our collaborative approach to project management has resulted in a high level of client satisfaction, with 75% of our revenue emanating from existing clients.

What is your favorite tip for balanced living?

I strongly believe discipline is a key ingredient for balanced living. In both my professional and personal life, I take pride in my ability to juggle the many demands on my time, yet pursue items of personal fulfillment. A small business, demands that the owners become adept at multi-tasking. This skill, once acquired, is useful in achieving a balance.

Where would you like to be in 10 years? A path of continued growth for Alan Gaynor + Company remains the cornerstone of my 10-year plan. Clearly this demands that the firm remains true to its

core philosophy of providing quality architectural + interior design services. We are committed to creating a collegial atmosphere where existing staff continues to hone its skill and expertise. We continue to welcome and groom new entrants, notably women and minorities, into the field of architecture and interior design.

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