



## Shainbrown of McGuire discusses best advice

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Name : Danielle Eisen Shainbrown

Title : Vice President

Company/firm : McGuire Development Company, LLC

Years with Company/firm : 2

Years in field : 2

Years in real estate industry : 10

Address : 560 Delaware Avenue, Buffalo, New York 14202

Telephone : 716-829-1558

Email : dshainbrown@mcguiredevelopment.com

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

Real estate organizations/affiliations : Heritage Centers Foundation Board of Directors, National Federation for Just Communities Board of Directors, Leadership Buffalo Class of 2011 Graduate, Business First Forty under 40 Class of 2012, Bar Association of Erie County Member

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

McGuire Development Company uses various forms of social media such as LinkedIn, Facebook and Twitter to not only expand our reach, but to also intensify our Search Engine Optimization by incorporating industry knowledge, and human interest stories pertaining to our company, both of which are important factors in Google Analytics. Social media is perfect to announce not only new listings, but also when new employees are hired, ground breaking ceremonies occur, and open house events take place for our many properties.

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

Keeping all of the balls in the air! Real estate, particularly real estate development, requires excellence in so many different disciplines, work styles, personalities, and client bases and keeping all of those moving in the right direction is a daily challenge, but one that I love. We have a great team at McGuire so it makes leadership and management a wonderful challenge rather than a dreaded challenge.

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

I left my very comfortable job as a corporate attorney in a wonderful local law firm to take on the role as Vice President at McGuire. Everything about my professional life changed and the security I felt as an attorney was wiped away overnight. I've grown so much from the experience, and I only wish I had made the jump earlier!

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

So far, I would have to say our acquisition of the former Sheehan Hospital. This project is pretty unique for our portfolio, and has made me rethink how we approach a project. I'm so thankful that McGuire has given my team the latitude to truly investigate how our redevelopment of this property

can have a lasting, powerful, and positive impact on Buffalo's East Side neighborhood and the downtown core. We are re-positioning this asset for a long future of excellence in the community, which is pretty unique for a development company.

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

I truly believe the best referrals come from word of mouth. In order to drive these referrals, we cannot accept anything less than unparalleled customer service. In every transaction or project we undertake, McGuire works tirelessly to make sure we are adding value to our clients and going beyond the expected level of service. This mindset has resulted in a loyal, and growing, customer base for our company.

What is the BEST advice you have ever received?

Work is just work. At the end of the day, family comes first.

What is your favorite tip for balanced living?

Put your cellphone away when you get home so you can really focus on your family.

Where would you like to be in 10 years?

I would like to think that in 10 years, I'll continue to be challenged and excited about work every day, just as I am today.

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