



Frey of The Durst Organization discusses social media

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Title : Leasing Manager

Company/firm : The Durst Organization

Years with Company/firm : Two

Years in field : Twelve

Years in real estate industry : Twelve

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Real estate organizations/affiliations : REBNY and YM/WREA

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

I am on LinkedIn, Facebook and Twitter. LinkedIn is the most work related for me but my use is really limited to accepting invitations from people to connect when I receive them. I sometimes post work related articles I find interesting on Twitter and Facebook and I follow work related individuals, companies, etc. for news. In summary, I don't really use social media very much!

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

The majority of my real challenges have dissipated since joining Durst. Durst provides an environment that enhances leadership skills in that they invest in leadership development, have a communication based, collaborative culture and reward emotional intelligence.

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

Foot canvassing buildings always felt daring, until someone would inevitably catch me and that feeling would then turn into embarrassment when I was escorted out! This task was character and confidence building and also provided me with more accurate information than what was available on the listings databases, so all in all it turned out well.

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

The opportunity to work as agent on behalf of W&H Properties was the "game changer" in the advancement of my career. Over my brokerage career I worked on the leasing teams for six of their properties, this experience took me to the next level across the board but especially in terms of my expertise and reputation.

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

To treat everyone you encounter as a potential client, you never where life will go. It never ceases to amaze me how those people that seem utterly transient or random end up being a key player later on.

What is the BEST advice you have ever received?

To be present and keep in mind that each moment is our only chance at said moment - there are no do overs in life so spend your time doing things you love with people you love.

What is your favorite tip for balanced living?

I find as we get older people gravitate to the 'I don't have time for...' excuse. We all can make time to read or work out or spend time with friends and family, my tip is to do those things and not make excuses. Life is certainly not all about work, or at least it shouldn't be!

Where would you like to be in 10 years?

I have a lot of big plans for myself... that's all I have to say at this time about where I would like to be in 10 years.

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