



Mosberg of Friedland Realty: Benefits from face to face networking

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Name: Karnit Mosberg

Title: Retail Specialist

Company Name: Friedland Realty Advisors

Years in Commercial Real Estate: 14 years as an attorney and 3.5 years as a broker

In the last 12 months, which project, transaction, honor or accomplishment are you most proud of and why?

I am most proud of receiving the exclusive representation for the Yorktown Green Shopping Center.

What were your biggest fears when you started out in your profession?

That it would be tough to navigate the men dominated commercial real estate field.

Who are three women- living or dead - that you would like to have drinks with and why?

I would love to have drinks with (i) Golda Meir; former Prime Minister Meir was a pioneer for women in Israel as well as around the world. I would love to ask her about what she feels were her greatest accomplishments as well as learn how she pushed forward in the face of constant opposition; (ii) Hillary Clinton; Hillary Clinton is an inspiration to me as a powerful woman breaking into a traditionally male dominated role and (iii) Maya Angelou; Maya Angelou inspired women to speak up and tell their story (whatever that may be).

What was your first job and what did you learn from it?

My first real job was a lawyer at Cullen and Dykman LLP. I learned how to communicate with colleagues/bosses as well as how to navigate the politics that goes along with a mid-size firm.

What is your favorite quote?

"Strive not to be a success, but rather to be of value."

What social media and/or face to face networking activities do you find most beneficial professionally?

I find face to face networking in real estate shows most beneficial since it is an entry point that leads to deals.

What are you doing differently in 2014 that has had positive impact on your career?

In 2014 I began to utilize social media as a tool. Specifically, I use linkedin.

What are you doing to increase your client base from local / regional markets to national / global markets?

I attend national ICSC shows and continuously build on past relationships in order to create new relationships.