



## **BOMA New York's Q&A session with Ciccotto of SL Green Realty**

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BOMA New York recently interviewed Jennifer Ciccotto, RPA, of SL Green Realty Corp.'s 1185 Avenue of the Americas, the 2015 BOMA/NY Pinnacle Manager of the Year (3-10 Years Experience.)

Q: What do you like best about being a property manager?

A: I love solving problems and learning new things. When I see a problem, I can't stop until I figure out the solution. It's a bit of a compulsion, but it serves me well, and hopefully, my company. I've been working on SL Green's new hires training project led by Liz Majkowski, where I am responsible for the first module, "Property Management 101." It's exciting, as I get to share the insights that I've found work for the bottom line, tenant relations, staff growth, etc. I'm sure I'll keep improving the module after we roll it out this spring!

Q: You've been called "fearless," i.e. not afraid to do whatever it takes to get the job done. How has that benefited you?

A: I've seen managers intimidated by many things that come with this industry. But when I know something is necessary, I'll do the extra work and go to any means necessary to get it, because I know the entire team will benefit.

Q: Any pet peeves?

A: Inefficiency! Almost always, paperwork can be made to be much more efficient to free up time. Use that time to build skills and help staff members grow—that way everyone benefits.

Q: What are your personal values in business?

A: Always do the right thing, be the best you can be, including being committed to learn on the job every day, and keep learning. That will pay great dividends in the future.

Q: Speaking of the future, what skills will set apart good managers from high-performance managers?

A: Managers who can adapt, teach the next generation and find common ground between technology and "old school" communication. It's essential to use email, but use it wisely for tracking and back-up. Direct contact—face to face or by phone—gets you greater clarity in less time and real results come much sooner. Technology is seductive; people are drawn in by being at the computer all day, or texting quick responses that delay real analysis or action. The art of the spoken word is definitely not dead. Managers who are comfortable speaking to tenants and vendors in person, and presenting to their peers, will outperform those who can't.