



Singer of Brown Harris Stevens: Aim for the moon

June 23, 2015 - Spotlights

Name: Leslie Singer

Title: Licensed Associate Real Estate Broker

Company Name: The SingerVenekamp Team of Brown Harris Stevens

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What year did you start your career in commercial real estate: started in residential real estate in 2002

Real Estate Associations/Organizations: Winner Real Estate Board of New York Deal of the Year Award in 2004; #1 Sales Team at Brown Harris Stevens; Wall Street Journal/Real Trends Top 250 real estate teams nationwide.

What recent project or transaction are you most proud of?

Having recently sold the 10th largest sale in the United States and the 6th largest in New York last year with my partner, John Venekamp.

What recent honor, achievement or recognition has meant the most to you and why?

I was recently recommended by a broker from another real estate firm to work on a piece of business (a property) that they could not handle. It was a very high compliment to receive from a colleague.

On a personal level, I was honored to be recognized in my step-daughter's wedding toast. I was so touched and it was such a privilege to help plan her big day.

When you launched your own business what were some of the initial challenges and how did you overcome them?

I think there were numerous challenges. I was new to an industry with very seasoned brokers, so it was everything from creating a point of differentiation, a logo and growing a database but I think like any new business, it is trying to create balance. I think I worked 24/7 for a very long-time until I realized I needed to make an improvement in that area. It is important to acknowledge that unlike many that are new to the industry, I was light-years ahead of others by joining John Venekamp who was so knowledgeable, well established and respected within the industry.

What has been your experience with having a mentor or being a mentor yourself?

My partner, John Venekamp has been a wonderful mentor. Just recently, I was so flattered when he remarked that I had done an incredible job on a project, but truthfully, it's all because of him. Having mentored, it allows you to share your passion and ensure that you can teach or articulate what you do properly.

Please reflect on a recent achievement and/or milestone for your company:

More than any one achievement, I think the consistency of a business is so important. Consistently being ranked a top performer in the real estate industry has been an achievement that has had very significant meaning to me.

Who or what has been the strongest influence on your career and why?

It is a combination of my realtor in CT some 15+ years ago who demonstrated how one could be the upmost professional coupled with my business partner who has the exact same qualities. I have to say that having a Master's Degree in business, for me, was very important to understanding financial concepts, business and marketing strategies and gave me more confidence.

What is the first thing you do when you arrive in the office in the morning?

My morning starts very early before I even get to the office. I start my day by checking any new listings that may have come on the market, emails, and peruse the newspapers. I still have them delivered to my home.

What time management strategies do you find to be the most effective for you?

I structure the day by segments such as time for appointments, time to return calls, time for correspondence. This may repeat itself several times a day, but this way each segment is focused and is completed. I also write everything down in a notebook so it is all in one place, including notes from phone calls.

What is the best advice you have received and who was it from?

It was from my father. "Always leave whatever it is, better than how you found it and always leave a room with a positive word." They are wonderful pearls of wisdom to live by. To always be improving and always looking for the good and sharing it. Additionally, my business partner once said, "you can never want the deal more than your client." This way, you are always putting the clients' needs first.

List 3 women that you would like to have drinks / dinner with and where would you go?

Jackie O- a walk in central park, Queen Elizabeth -tea at the Plaza, Babby Krantz (head of admissions for the Dalton School)-drinks... most anywhere

What is your favorite quote?

I collect quotes, they tend to be aspiration. "Love the life you live, and live the life you love." I know it is so overused but... "Always aim for the moon, even if you miss, you'll land among the stars.

What did you want to be when you grew up?

I grew-up in a family of doctors, and while I did not want to necessarily practice medicine, I knew I wanted to help others. In this profession, one has the opportunity to help others at very critical life stages.