



2018 Women In Real Estate, Professional Services: Diana Brummer, Goodwin

September 18, 2018 - Spotlights

Name: Diana Brummer

Title: Partner, Real Estate Industry Group

Company Name: Goodwin

Real estate association / organization affiliation(s): CREW New York, Association of the Bar of the City of New York

What blogs, resources, podcasts or influencers have helped you?

My helpful go-to sources for daily industry information are The Real Estate Daily Beat, which is to-the-point and easy to read, The Real Deal website, and Law360 Real Estate. Goodwin's internal research team also produces for me, a daily email of news relating to clients with whom I work. Regardless of how good these digital tools are, there is no substitute for human interaction. My colleagues at Goodwin are the best source of help, whether for brainstorming about a thorny legal issue or for inspiration for new ideas. I've also been fortunate to have wonderful mentors throughout my career.

How important is it for women to create a personal brand?

It is important for all of us, especially lawyers who are in a service role, to be recognized for our specific skills and experiences, which is how I think of "personal brand." Sometimes women are a bit more reluctant to "toot their own horn" and as a result, their skills and experiences may not be as widely known. Women need to be more proactive in this area in order to get their personal brand out in the market.

How many messages are in your inbox right now and how do you manage email?

Like many people, I struggle with management of email. It's difficult to balance one's instinct to check email constantly and respond instantly with the conflicting need to concentrate when a complicated task is at hand. Studies have shown that constantly checking email reduces efficiency. When I'm not in the middle of a deal closing, I'm trying to check email less frequently (say, every 30 minutes) so that I can have blocks of time in which I can concentrate.

What are some of your biggest accomplishments in the last 12 months?

Joining Goodwin's Real Estate Industry group as a partner, specifically working with clients on complex joint ventures, senior, construction and mezzanine financings, acquisitions and dispositions, loan workouts, real estate recapitalizations and development matters.

Closing seven deals with an aggregate transaction value totaling over \$2.3 billion*, including most recently representing Mack Real Estate in a \$78 million mortgage loan financing the acquisition of a leasehold interest in the Hyatt Regency Newport Beach.

\$160 million construction loan to a joint venture for redevelopment of Washington D.C.'s former U.S. Coast Guard office building into a mixed-used project.

*Includes deals prior to joining Goodwin.

What do you do like to do for fun?

Spend time with my husband and two sons, cook (especially with produce at farmers markets), and try new craft beers.

In one word, describe yourself:

Energetic!

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