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## **2018 Women In Real Estate, Professional Services: Kyla Gessin-Stern, Chatham Development Company**

September 18, 2018 - Spotlights

Name: Kyla Gessin-Stern

Title: Principal

Company Name: Chatham Development Company

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

We hired Ryan Serhant of Nest Seekers to sell our project at 868 Lorimer St., so now I follow his Vlog which is aspirational, candid and entertaining all in one. I also listen to Ofer Cohen's Hey BK podcast which covers a range of real estate trends in Brooklyn. For inspiration on selections for new developments I follow a variety of home décor companies on Instagram. Last, I read a lot of publications but am partial to NYREJ!

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

Way too many to admit but a lot of them are superfluous. I generally try to clear out my inbox each day even if it means replying at night once my kids are asleep. Interestingly enough, I find that texting is the new email in terms of quick communication since everyone gets so many emails you no longer get the rapid reply on emails that you might have received 10 years ago. Now if you want someone's immediate attention you better know them well enough to have their mobile number and you reach out by text.

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

The last 12 months have been non-stop for me and Chatham Development Co. We completed and sold out our 14-unit park-front condominium project at 868 Lorimer St. in the Greenpoint area of Brooklyn. We also completed construction and launched sales for a beautiful waterfront home located at 102 Dune Rd. in Westhampton Beach which was a departure from the style of many of the other homes we've built in the area. Lastly, an affiliated entity to our company sold the marina that it owned and managed for the past 26 years in East Moriches.

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

It is important for everyone to cultivate a personal brand and we all have one even if we aren't actively managing it. Consider the fact that everyone you interact with personally and professionally has a perception of you; do you know what it is and do you agree with it. Everyone can positively influence people's understanding of who they are but it does take a concerted effort to create a positive personal brand.

What do you do like to do for fun?

I have three main types of fun. The first is family fun which includes over 30 people in my immediate family and first cousins. The second is friends fun where I enjoy checking out new places to eat and enjoy with close company. The last but not least is time out with my husband which can include anything from dinner sans kids to shopping where he can be a dangerous accomplice.

In one word, describe yourself:

Caring

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