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2018 Women In Real Estate, Professional Services: Lisa Sicurelli, Ambassador Abstract, LLC

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Name: Lisa Sicurelli

Title: President & CEO

Company Name: Ambassador Abstract, LLC

Real estate association / organization affiliation(s): Daniel Gale Sotheby's International Realty

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

It is beyond important, it is imperative! Your brand encompasses everything about you...your personal characteristics, strengths, skills and business experience. It is how you present yourself and how others see you. You have to convey your confidence and stand by your experience in who you are, what you know, and what you do. When people think about title insurance, I want them to think of me as the expert in the field.

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

I currently have about 6,000 messages in my inbox—however, I have read and responded to each one. (I delete spam and junk mail regularly.) Email has replaced “the phone call” and every one of them should be acknowledged. I like to keep emails readily accessible, so save them there about three months before deleting or moving them to their appropriate folders. My staff is trained to do the same. A “received,” “will do,” “thank you” message is sometimes sufficient. What is important is that the sender does not feel that their message fell into a “black hole” or worse, was being ignored.

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

I believe my biggest accomplishment this year was being able to increase Ambassador Abstract's business, while continuing to deliver the exceptional service that my company and I are known for.

Committed to educating real estate agents and consumers about the value of title insurance when purchasing a home, I was delighted that my office was approved by the Department of State this year as a location where continuing education classes could be presented. And, in October of 2017, I was honored to be inducted into the Top 50 Most Influential Women in Business on Long Island's

Hall of Fame.

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

My inner circle of business and personal friends has influenced every area of my life. From this amazing group of creative people, I can gather advice, share ideas and just brainstorm about life and my business goals. Sometimes I find that my best ideas are generated from a conversation over coffee. I put a lot of value on networking and some of the people in my inner circle I met at an event and then developed a relationship with. We were able to connect in an exceptional way. I am also an avid reader of industry publications and inspirational books.

What do you do like to do for fun?

I love everything about my home in the Hamptons. The tranquility, beach, concession stands, carnivals, bonfires, al fresco dining (especially with music) and friends.

In one word, describe yourself:

Happy.

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