



## 2018 Women In Real Estate, Professional Services: Cassie Durand, CBRE

September 18, 2018 - Spotlights

Name: Cassie Durand

Title: Vice President

Company Name: CBRE

Real estate association / organization affiliation(s): Licensed Real Estate Salesperson, New York; Member, Real Estate Board of New York

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

I was recently promoted to vice president and made my first hire, a major step in building my own team. After starting at CBRE in 2011, I have since branched out on my own, being the youngest women within the retail division to do so. I worked on very exciting, creative deals this year, including a flagship lease in SoHo for a South Korean eyewear company. The deal required a great deal of strategy, as the company needed to terminate its existing long-term lease early in order to build out a new, bigger space more in-line with their brand.

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

I take a global approach to business, so I read several global trade publications and newspapers. By staying informed about international news, I can follow the business plans of major brands and understand who is expanding in global markets and who is ready to enter the U.S. retail atmosphere. I also tap into CBRE's vast international network, having ongoing calls and developing partnerships with my global counterparts and with international landlords and developers. Building these relationships in Europe and in Asia-Pacific has had a huge impact on how I formed and continue to grow my business.

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

It's important for everyone to build a personal brand, but it can be a big opportunity for women. In the CRE industry, women already stand out; having a distinctive brand helps differentiate ourselves even further—I believe in embracing and utilizing what makes me different.

CBRE has helped me build a solid reputation that I've been able to curate into a distinctive brand. My strategy is to make each of my clients feel like they are my only client—I work hard to show clients that even if there is a broker with more years in the business, I offer an above-and-beyond level of dedicated service.

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

I just got back from a vacation, so I wish I could say there were 1,000 emails, but there's only about 100. I am always up to speed on my emails, even when I am out of the office. I don't use an out of office because I always want my clients to feel, and know, that I am accessible. I make a point to be actively involved in every deal I work on, big or small, and email is a great way to keep tabs on what's going on, even when you're an ocean away!

What do you do like to do for fun?

I love to travel and my business helps facilitate that. I like to run, enjoy live music and I love to be by the water.

In one word, describe yourself:

Self-motivated

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