



## **2018 Women In Real Estate, Professional Services: Judy Lynn Simonic, Forchelli Deegan Terrana LLP**

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Name: Judy Lynn Simonic

Title: Partner

Company Name: Forchelli Deegan Terrana LLP

Real estate association / organization affiliation(s): Long Island Real Estate Group (LIREG); International Council of Shopping Centers (ICSC); Vision Long Island (Board)

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

I am a Land Use and Zoning partner in a top law firm on Long Island. While my firm is known as one of the premier law firms, it is still important as a female partner to establish and maintain a personal brand. Working in a male-dominated industry and practice area makes it even more critical for me to distinguish myself from my competition. Every time I step up to a podium to present a case on behalf of a client, it is important for me to portray a professional presence as a leader who is proficient in my field. Having a personal brand sets me apart from other attorneys and keeps me visible and prominent in my field of expertise.

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

In my profession, I find LinkedIn the most beneficial resource to connect with other professionals in my field and to share articles in which I have been spotlighted to my over 600 LinkedIn connections. I use LinkedIn to share articles which I have written, as well as articles of interest in my field of expertise. Updating my profile, connecting with influencers and regularly engaging with my connections helps give me exposure and build and maintain my professional network.

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