



## 2018 Women In Real Estate, Professional Services: Jane Roundell, Cresa

September 18, 2018 - Spotlights

Name: Jane Roundell

Title: Managing Principal

Company Name: Cresa

Real estate association / organization affiliation(s): REBNY

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

In addition to my normal business activities, which included major leases for several confidential clients, I have helped two not-for profits find new homes in complicated situations, helped to expand our New York office, co-presented a webinar on wellness in the workplace with a client, celebrated my husband's 70th birthday with friends and family in Venezia, and learned the Tango.

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

I think it is very important. Commercial real estate in New York City is very male-dominated and very competitive. Establishing who you are, putting your clients' interests first, and maintaining an impeccable reputation as an ethical and responsible professional are critical to success. Even more importantly for me, I need to be able to look myself in the mirror and know that I have done the best I possibly can for each and every one of my clients, regardless of how large or small their requirement is.

In one word, describe yourself:

Determined

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

The webinar on Wellness in the Workplace which I co-presented with the American Heart Association for NYSAE (the New York Society of Association Executives) informed so many people. I learned so much just being part of it. I am also an avid reader of real estate blogs and digital publications, including New York Real Estate Journal's digital feed!

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

I have no unread messages in my inbox. I generally receive several hundred emails a day. Every morning and periodically throughout the day I scan my emails, attend to pressing matters, and delete items which are not relevant.

What do you do like to do for fun?

Cook for friends, travel (mainly to Italy) and spend time with my husband on our sailboat.

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