



2018 Women In Real Estate, Professional Services: Jennifer Lofaro, Bleakley Platt & Schmidt, LLP

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Name: Jennifer Lofaro

Title: Partner

Company Name: Bleakley Platt & Schmidt, LLP

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

Growing my practice to include not just institutional lenders but more developers, property owners and managers for representation with respect to a variety of different real estate matters.

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

It is very important for women to create for themselves how they would like to be presented as a professional. I think that it is very personal and that women should control how they are presented.

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

Zero. Email is the lifeline of my practice and how most transactions are accomplished these days. Reading and answering emails on a continuous basis is imperative to promoting client relations as well as progressing momentum on each transaction.

What do you do like to do for fun?

I like to exercise the mind and body. I enjoy cooking and spending time with family and friends.

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

My clients are my biggest influencers. Their current business models and practices indicate what is happening in the market.

In one word, describe yourself:

Fortunate

