



2018 Women In Real Estate, Professional Services: Joan Riklan-Simon, Admiral Real Estate Services

September 18, 2018 - Spotlights

Name: Joan Riklan-Simon

Title: Real Estate Salesperson

Company Name: Admiral Real Estate Services

Real estate association / organization affiliation(s): ICSC International Council of Shopping Centers

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

In the past 12 months I have done over a dozen leases in Westchester County. Considering the state of retail in general, that says something about the market. The tenant mix is changing—more fitness, food and personal services. I had four fitness leases sign, several food services, both sit down, fast food and grab and go. Also, a hair salon and a dance studio. Usually- commodities you cannot buy on Amazon. While dry retail goods/apparel storefronts are declining, more alternative types can take storefronts. A perfect example is urgent care and ground floor dental or alternative-type ground floor medical. I also had a sale close of a 9000 s/f building to a user that could help revitalize a downtown.

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

I feel it is important to have a focus. For example, I do mostly retail in Westchester County. Of course, other opportunities come along outside Westchester, but its best to really get to know your market and focus on that and have tenants and landlords understand that you are an expert in the market they are in.

What do you do like to do for fun?

I love to play tennis, bike, go to the beach, walk-to enjoy the good weather.

In one word, describe yourself:

Determined.

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

Our firm does it's own blogs on issues and articles that are pertinent to doing business in Westchester County. Recent blogs that can be seen at www.admrialrealestate.com/blog are as follows:

- Can Suburbs Succeed in a 24/7 World?
- Westchester: The Property Tax Quandary
- Unsettled Space – Retail Leasing 2018
- Retail Real Estate Stats for Westchester & Fairfield

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