



## **2018 Women In Real Estate, Professional Services: Michelle Abramov, Asset Commercial Realty Group LLC**

September 18, 2018 - Spotlights

Name: Michelle Abramov

Title: Managing Principal

Company Name: Asset Commercial Realty Group LLC (AssetCRG)

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

Forming Asset Commercial Realty Group with incredible partners and establishing the “new kids on the block” vibes by transacting more than \$150 million worth of investment sales and retail leasing as young and new firm. We are about 15 advisors strong and growing!

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

I’m not sure about how important it is in creating a personal brand but I definitely think its important to stand out with a vibrant voice and show the “boys club” that we can handle those golf clubs just as good as they can! I think its imperative for female leaders to set the right foundation and footprint for the young female enthusiasts...I had that when working at Highcap under Christen Portelli and admired it greatly.

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

As of right now 1,373 and if I knew I would be down significantly from that count! I can’t help myself, I am always on the hunt for more business and opportunities and therefore, expect the email count to go up!

What do you do like to do for fun?

I’m a social being so I love to catch up with friends and meet new people at events.

In one word, describe yourself:

Ambitious

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

I don't hone in on blogs or influencers but I do follow several casually. I like podcasts that inspire and don't take a "no" as a defeat. I would say one of my favorites is Gary Vaynerchuk...he really is raw and real in his advice.

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