



2018 Women In Real Estate, Professional Services: Karen Cohen, Karen Cohen Realty & Associates

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Name: Karen Cohen

Title: Founder/President

Company Name: Karen Cohen Realty & Associates

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

One of my biggest focuses this year was growth. So I would have to say my biggest accomplishment this year was the growth of my business. I concentrated on relationships. Relationships that already existed and new relationships. I communicated with landlords, tenants and friends to see how I could assist them in their own growth, I love being with and talking to people and this proved to be key for me.

Another big accomplishment for me this year was the creation of my website, kcohenrealty.com. Getting it up and running was no easy task for me as it required time and energy that was already in low supply. But with the right help and support it was easy.

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

I love Ofer Cohens podcast.

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

Everyone needs to stand for honesty, equality and integrity. That should be everyones brand.

In one word, describe yourself:

Focused

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

I have too many emails in my inbox to mention here without being extremely embarrassed. I'm very organized but there are only 24 hours in a day and I don't seem to have enough time to read

through all of the listings that come across my desk from other brokers everyday. I tend to keep them as new until I have the time to read through them, but then there never seems to be enough time at the end of the day to give them the proper attention they deserve.

What do you do like to do for fun?

I come from a big family and I love to entertain and cook for my family.

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