



## **2018 Women In Real Estate, Professional Services: Pia Rivero, Rivkin Radler, LLP**

September 18, 2018 - Spotlights

Name: Pia Rivero

Title: Partner

Company Name: Rivkin Radler, LLP

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

Obtained issuance of an order from the NY Supreme Court granting access to an adjacent property to allow the developer to complete its project on Queens Blvd., completion of numerous construction-related contracts for significant projects in Brooklyn, Manhattan and Long Island, negotiation of numerous access agreements balancing the interest of development with the neighboring properties, and resolution of several commercial disputes through effective litigation strategy.

Outside of my profession, presenting to a group of interns as part of Manhattan College's Women Influencing Successful Enterprise program; being invited by senator Terrence Murphy to present at a legislative hearing to address zoning issues arising from legislation of NYS sober residences.

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

I frequently look to multiple online journals and sources for trends in my practice including Crain's NY Business, Long Island Business News, NYREJ, The Real Deal and Westchester County Business Journal. My most significant influencer is and was my father, Raphael Rivero, a developer and engineer, who passed at 94 years old in December while still working six days a week. He was a source of tremendous knowledge, practical experience and sage advice as his career spanned many decades in the real estate development and construction industry.

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

A woman in business needs to establish her reputation early on, and continually build that reputation, which eventually will become her "brand." That brand allows you to stand out from the rest and be the best among your competition. It is the reason why clients should choose you over someone else that provides a similar service. Scrutiny by one's peers and adversaries is ongoing,

regardless of the stage of your career. One must not simply create a brand—one must maintain it and improve it at all times.

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

Only 3,500, which have been, for the most part, read and addressed. The rest have already been segregated into client folders. I generally read and respond to emails within 24 hours, and move the emails to project folders, so when a client calls, I can easily locate relevant emails. Periodically, I save significant emails to the electronic file for each client.

What do you do like to do for fun?

I consider myself an amateur chef, and enjoy entertaining friends and family with great food, wine and company.

In one word, describe yourself:

Tenacious

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