



2018 Women In Real Estate, Professional Services: Catherine O'Toole, Advisors Commercial Real Estate

September 18, 2018 - Spotlights

Name: Catherine O'Toole

Title: Partner

Company Name: Advisors Commercial Real Estate

Real estate association / organization affiliation(s): REBNY

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

Early this year I had the privilege to travel to the UK and France and meet with landlords overseas, to discuss how together, we could generate business. Due to my expertise in branding and real estate, and tenacious approach, I was able to expand my client reach. Recently and because of my effective leadership skills, I was endorsed managing partner of the firm's NY office, where, along with my co-managing partner, we will manage the day-to-day operations of the office and serve as strategic leaders for over 40 agents.

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

Managing and working to grow my practice requires me to stay abreast of key items including, market trends, key-players in the market, real estate rules and regulations and more, all while working to innovate my client approach. To assist in these efforts, I am consistent in skimming the Wall Street Journal, Crain's, and fashion publications on a regular basis. Coupled with these publications, participation in entertainment events, and charity organization have allowed me to grow my client network. I believe my background at Federated has given me a unique perspective and great advantage.

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

I believe branding is about signage, marketing and perception. In order to be successful, in a male dominate industry, women need to think outside the box. They need to utilize their strengths to create opportunity and identify areas where they can thrive and excel. Following suit to their male colleagues will not render success. For this reason, it is key that women create a brand for themselves. For me, my warrior mindset, multi-tasking capabilities, and strategic approach with

clients, has allowed me to become an expert in my market, stand apart from the rest, and gain client confidence.

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

Currently, I have 239 messages in my professional inbox and a handful of messages in the social media platforms I frequent. Although managing multiple platforms may seem like a lot, I believe in working multiple angles while striving to practice work-life balance.

On average my regular work day consists of 11 hours, beginning at 7:30 a.m. During this time, I prioritize my work to address all time-sensitive emails first, execute follow-up emails second and address social media and personal emails third.

What do you do like to do for fun?

I enjoy movies, gardening in my yard, cooking new dishes, as well as spending time with friends and family.

In one word, describe yourself:

Complex

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