



2018 Women In Real Estate, Professional Services: Jennifer Wasserman, Janover LLC

September 18, 2018 - Spotlights

Name: Jennifer Wasserman

Title: Supervisor

Company Name: Janover LLC

Real estate association / organization affiliation(s): AICPA

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

Professional industry journals and blogs are influencers. Ongoing learning and keeping up to date with what is happening in our profession and industry help us to grow in our career. In addition, networking and attending events and speaking with people helps to influence and raise awareness as to the changes that are happening in the industry and in real estate.

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

At least 50. I organize my emails by client, categories, etc. I set aside time throughout the day to read and respond. It's important for good communication to reply in a timely manner. If the response can't be immediate, then I make sure I reply back and set reasonable expectations that I will get back to them soon. Checking emails on a regular basis throughout the day helps to keep them at a manageable level.

In one word, describe yourself:

Hardworking

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

Effectively and efficiently manage audits and tax engagements, assist clients with corporate restructure, purchase of new homes and obtaining related financing, assist clients with purchase and related due diligence for purchase of other companies. In addition, I have aided our clients with the initial set up of new businesses, including set up of their bookkeeping and integrating their e-commerce, POS systems and other business tools with their financial reporting systems.

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

A personal brand reflects who you are and what you have accomplished professionally. It helps to build a reputation within your industry as well as amongst other professionals and clients. In our profession, the relationship you build with clients and as a trusted professional is incredibly important and building a personal brand is a key factor in that success. It helps to exude leadership and define who you are and what value you can bring to a client's and their organization.

What do you do like to do for fun?

I enjoy spending time with family and friends. It makes me happy to be amongst good company and engage in conversation.

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