



## 2018 Women In Real Estate, Professional Services: Adelaide Polsinelli, Compass

September 18, 2018 - Spotlights

Name: Adelaide Polsinelli

Title: Principal of Investment Property Sales

Company Name: Compass

Real estate association / organization affiliation(s): RSA, REBNY, SPONY, CHIP, ICSC, Commercial Industrial Association of South Florida, SBO

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

Starting an investment sales division for Compass in the New York metropolitan area. As the most innovative brokerage firm in the country, Compass has developed cutting-edge technology and a pioneering marketing platform that is radically changing the real estate industry. I'm thrilled that my clients will benefit from these state-of-the-art enhancements.

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

I think it's important for everyone in sales to create a personal brand, not just women.

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

I receive 300-400 emails a day over six email addresses. I answer emails in the evening and my goal is to reduce the number of emails to 10 in each inbox before going to sleep.

What do you do for fun?

My family and I took a vacation in Hawaii this summer and had a wonderful time kayaking, snorkeling, hiking, and zip lining.

In one word, describe yourself:

Motivated!

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

Bisnow has been a tremendous resource for me by allowing me to partner with a historian and conduct tours of New York City's exciting neighborhoods, walk the routes of the iconic Macy's Thanksgiving Day Parade and Greenwich Village Halloween Parade, and stroll down Fifth Ave. during the holidays. Most recently, we explored new developments along the Brooklyn-Queens waterfront by taking a trip on the NYC Ferry, stopping in Long Island City, Greenpoint, Williamsburg, and DUMBO.

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