



## **2018 Women In Real Estate, Professional Services: Shallini Mehra, Meridian Investment Sales**

September 18, 2018 - Spotlights

Name: Shallini Mehra

Title: Associate Broker

Company Name: Meridian Investment Sales

Real estate association / organization affiliation(s): YMWREA, CHIP

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

The real estate community is filled with so many brokers that distinguishing yourself and creating a brand is critical. Whether I am on the phone, sending out a letter, writing an article or following up with a potential client via phone or in person, I try to communicate the same key qualities about how I work. With so many different mediums for branding, people in general have a very short window for attention. In addition, we can't be all things to all people, and so I usually emphasize my strong analytical skills, my straight-shooter style with strong transparency in all deal transactions, and my focus on ensuring that the client is making the right decision regarding the transaction at hand.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540