



2019 Ones to Watch: Daniel Taormina, Cresa

April 16, 2019 - Spotlights

Name: Daniel Taormina

Title: Vice President

Company Name: Cresa

Year that you entered your current field? 2016

What do you consider to be your greatest professional accomplishment in the past 12 months?

I'm very proud to have spearheaded the lease acquisition for my client Octave, a venture-backed mindfulness and life-coaching platform. I've represented FinTech startups, banks, and hedge funds, but being involved with a service that will directly have a positive impact to those working in the surrounding neighborhood was a real bonus for me.

Who or what do you attribute to your success?

Grit. I graduated college in 2008 with a position lined up at Bank of New York in their mortgage-backed securities division. Given the subsequent financial crisis, that opportunity completely disappeared, and I found myself without a job at graduation. I've had to adapt and reinvent myself multiple times during my career. It's not easy when you're going through it, but looking back, it's undeniable that perseverance and a determination to succeed can overcome all obstacles.

What advice can you offer to someone who is interested in a career in your industry?

This is not a quick income game. This business is about developing relationships and providing value to your clients, all of which may not lead to immediate financial results. Relatively, all of us brokers provide a similar service, but by taking the initiative to go beyond those baseline expectations can differentiate you from the competition and create long-lasting loyalty with customers.

If you have a mentor, who is it and how have they influenced your personal & professional growth?

Mike Okun, principal at Cresa, has taught me everything I know about CRE. From Day One, he

brought me along to tour clients, had me sit in on conference calls for lease negotiations, and even pitch new business together. I've seen new hires at other firms left to fend for themselves with next to no guidance, and it's near impossible to learn and grow without that mentorship. I'm grateful for his ongoing support.

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