



## 2020 Women in RE: Jessica Richer, Hanna Commercial Real Estate

May 19, 2020 - Spotlights

Name: Jessica Richer

Title: Licensed Associate Real Estate Broker

Company Name: Hanna Commercial Real Estate

List up to three associations or organizations that you are presently a member of:

NYSAR – Chairman Commercial Issues Workgroup and member of the Legislative Steering Committee

CIREB – Current Board Member and a Past President

NYSCAR,

ICSC

What recent project, transaction or accomplishment are you most proud of?

When COVID-19 impacted commercial real estate and how we conduct business, The Richer Team at Hanna Commercial implemented several strategies to enhance our digital footprint. These are helping us to communicate to a broader market of buyers and sellers. Even though we are prohibited from physically showing our listings due to the shelter-in-place mandate, potential tenants and buyers can still virtually see what a property/location has to offer. We are available to immediately respond via email, text and phone calls to all inquiries.

What conferences, books, blogs, podcasts, or influencers would you recommend to women?

I would recommend reading books by Rod Santomassimo, the founder of the Massimo Group. His books include “Brokers Who Dominate – Eight Traits of Top Producers, and Teams Built to Dominate.” His methods are designed for the commercial Realtor.

What is one characteristic that you believe every woman in business should possess?

I think the most important characteristic is integrity. The success of your business will be based on your ethics and moral character. Your integrity will impact relationships with clients and colleagues. The quality of these relationships will determine the success of your business now and in the future.

What would you tell your daughter if she was interested in following in your footsteps?

Ironically, my daughter would be well suited to enter the world of commercial real estate. She is a senior in college and is majoring in mathematical economics. She has great communication skills both oral and written. I would tell her that if she wants to work with me it would be an honor and a privilege to mentor her.

What was your favorite job and what did you learn from it?

My favorite job was in high school working part time as a dental assistant for my father. My father was kind and compassionate. He taught me how to treat people with consideration and respect. He helped so many people in a quiet and confidential manner. I remember one time asking him about a patient he was providing free care to that was a missionary. He told me "these people take care of others and we need to take care of them." It was rewarding to work with my Dad. I enjoyed hearing the stories from his patients about my father and his father who was also a dentist. The experience gave me a great appreciation for what he did for a living. I treasure those memories and lessons about life.

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