



## 2020 Women in RE: Mia Abdou, RM Friedland

May 19, 2020 - Spotlights

Name: Mia Abdou

Title: Assistant Vice President

Company Name: RM Friedland Commercial Realty

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

ICSC

The Pipeline

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

I am most proud of a recent transaction I completed for placement of a non-profit agency, a House on Beekman in the South Bronx. This agency provides a seamless series of programs from birth to career that empowers the next generation of low-income families. Though this transaction wasn't my largest, it was the most rewarding. It was a reminder of why I enjoy real estate, especially working in the urban communities. One of my goals when I began learning and understanding The Bronx and N. Manhattan markets, was to help bring in change to the urban communities. It was important for me to establish relationships with tenants and landlords that share the same vision by building and revitalizing "forgotten areas." I believe by attracting tenancies that will support and help the community's growth and working with landlord's that genuinely want to solve issues, that in turn, will increase property values and make a difference in the community.

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

I attend women pipeline events at least twice a year. These events are focused on women in the real estate industry. I had the pleasure of meeting Beth Azor, "The Canvassing Queen" at the pipeline event at the NY ICSC. It was truly illuminating getting the perspective of a woman that started in the CRE industry 40 years ago, when commercial real estate was uncharted territory for women. An inspiration, I began my career as a retail broker and now owns \$79 million in assets. Her book, "Don't Say No For The Prospect" has been a great guide for me to continue to think and canvass creatively as well as how to shatter the glass ceiling.