



2020 Women in RE: Samia Farah, Greiner-Maltz Investment Properties

May 19, 2020 - Spotlights

Name: Samia Farah

Title: Director of Sales, Real Estate Salesperson

Company Name: Greiner-Maltz Investment Properties

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

QBBA (Queens & Bronx Building Association),
JFK Chamber of Commerce,
LoopNet Commercial Real Estate Professionals Network

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

The sale of 87-80 Parsons Blvd. proved to be a challenge for me, as the broker. The building had been turned into a single user, three-story office building with no elevator. This layout satisfied the prior owner's needs, but clearly the building was configured in a manner that would interest no one. I needed to find a buyer that was interested in engaging in a total interior renovation. After contacting many prospects, I finally found a buyer willing to take on this project. I then needed to convince the owner to sell at a price commensurate to the challenge at hand. I finally got the owner to understand the realities here, and I successfully got both buyer and seller to agree.

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

A woman in real estate must always be willing to learn more. Regardless of how passionate, brave, confident, and ambitious she may be, each assignment brings something new to the table, and a willingness to learn helps to close the deal.

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

I would tell my daughter that if you love what you do, and work hard at what you do, in the long run, your persistence will pay off.

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

Being a commercial broker is my passion. I started off my real estate career as a residential broker. I

used to sell into the buyer's emotions. Now I sell based on dollars and good sense. Once I'm able to show an astute buyer why the deal financially works for him/her, the most difficult part of the sale or lease is behind me.

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