



2021 Women in Professional Services: Janet Bortz, The Kislak Company, Inc.

March 23, 2021 - Spotlights

Name: Janet Bortz

Title: Senior Vice President

Company Name: The Kislak Company, Inc.

What steps have you taken to ensure the continued success of your firm?

To adjust and be empathetic to the change in our transactional environment. Our job is to bring parties together including clients, third-party inspectors, appraisers, attorneys, banks and of course on-site tenants. My priority was to get the job done in a safe affective process.

Why should women consider a career in commercial real estate and related services?

Investment property sales, in particular the multifamily category, is a solid always in demand segment of the industry. Self-motivation, assertiveness, organizational skills and persistence are traits of the successful sales person. Qualified agents need experience in navigating the financial, environmental and legal process to successfully close transactions. Any women with this skill set should look at this very lucrative career opportunity.

What books or social media influencers would you recommend to other women?

Dale Carnegie's "How to Win friends and Influence People," is an oldie but goodie classic on relating to others speaking in public and communicating effectively; LinkedIn; real estate networking groups in your market.

How have you adapted and changed in the last 12 months?

I primarily focused on maintaining client relationships on a personal level: checking in on their families' health, status of their business and current issues. As the shut down and pandemic moderated, conversations turned to acquisition and disposition. Here I continued to facilitate and lead in getting client Properties transacted in a challenging health and economic environment.

How do you keep your team motivated despite conflicts and obstacles?

I have found people in this industry are strong, entrepreneurial and independent. They have the grit to navigate this new and difficult sales environment. Personal attention to team members and clients continues to be a critical part of getting through the issues together.

In the past year, what project, transaction or accomplishment are you most proud of?

In 2020, in the Hudson Valley NY, I closed a 112 multifamily unit property which included an additional 12.6 acres for development. Also went to contract on 151 units. Both value add assets that received strong offers from well-funded buyers. Pent up demand and available cash on hand resulted in increased demand with little supply of desirable multifamily assets.

Women have made significant progress in the last year towards equality in the workplace. How do you advocate for your fellow women in real estate?

To hire and encourage women to consider the sales side of investment real estate. The benefits of job flexibility and the sky is the limit income potential is an attractive draw. Hopefully being a role model in my workplace as well as with client organizations is an example to women considering the industry. I continue to encourage and mentor women on an individual basis as they look to understand the requirements and opportunities in commercial real estate.

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