



2021 Women in Professional Services: Jillian Reiner, RM Friedland

March 23, 2021 - Spotlights

Name: Jillian Reiner

Title: Associate

Company Name: RM Friedland

Real estate associations or organizations that you are currently a member of:

Licensed Real Estate Sales Person for the State of New York and Connecticut; NYU RESIA

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

I am responsible for closing the most transactions in 2020 from the RM Friedland team. 2021 is also off to a strong start as we have numerous industrial deals that I hope to close by the end of the first quarter.

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

The COVID-19 pandemic has changed the way we connect. Rather than in-person meetings we have implemented regular Zoom meetings to ensure that we have a strong process, so nothing is overlooked when working on a transaction.

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

The real estate industry is so dynamic and there are many different types of roles. There is certainly a higher percentage of men in the industry and there is plenty of room for women to grow as well.

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?

I advocate for fellow women in real estate with respect and communication. Pre-pandemic going to in person networking events was a great way to connect with other women in the industry and I look forward to that happening again.

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

"The Real Estate Game: The Intelligent Guide To Decisionmaking And Investment" by William Poorvu

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

With far fewer in person meetings over the last 12 months, I've enjoyed finding creative solutions to keep information flow and deal momentum for landlords and tenants.

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

I keep my team motivated by staying focused on the goal.

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