



2021 Ones to Watch: Carolyn Sebba, Elegran

April 20, 2021 - Spotlights

Name: Carolyn Sebba

Title: Senior Managing Director, New Development Marketing

Company Name: Elegran

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

REBNY

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

I am proud to have joined the Elegran team during a time that brought unprecedented upheaval and uncertainty to our industry. While most firms were reducing staff, Elegran found a way to expand its new development division, focusing on an approach to redefine the services offered to developers and property owners. I am very proud of the way our team is collaborating on developing new analytical and solution-driven options that will replace old marketing strategies with improved analysis, proprietary technology (which Elegran is known for) and insights and solutions to provide developers with a new perspective on marketing and sales.

How do you contribute to your community or your profession?

At Elegran, we provide ongoing support and training to agents. Since I joined, we've started a New Development Roundtable Series and hold regular discussions with the team on current events. I hope to join the New Development Committee of REBNY now that we are expanding this division at Elegran, and I am a volunteer with iMentor, mentoring young adults as they navigate the college application process.

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

Our team is fundamentally a very collaborative group. Unlike many real estate firms, Elegran agents and employees work together and foster collaboration. With this mission and culture in place, it is not difficult to motivate individuals as we all are working to overcome challenges, share ideas and solutions and support one another's goals.

Who was/is your mentor and how did s/he influence/help you in your career?

I have had a few great mentors along the way. Adrienne Albert in particular was influential in guiding me during the early stages of my career and providing an excellent example of professionalism.

What did you want to be when you grew up?

I studied psychology and thought I would be a teacher or a therapist. During my real estate career, both in sales and marketing, it has certainly come in handy!

What led you to your current profession?

Working for Investcorp in Corporate Acquisitions. When they purchased 1049 Fifth Avenue in 1989, I applied to join the on-site sales team, the rest is history!

Top three things on your bucket list:

Travel, travel, travel (to as many destinations as possible).

Favorite quote:

Alfred Lord Tennyson, "tis better to have loved and lost than never to have loved at all."

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