



Ones to Watch Fall 2022: Elise Rosemarin, AKAM

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Elise Rosemarin
Senior Vice President

AKAM

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

This industry has long settled for mediocrity at best, so it's been fulfilling to be part of a team that is improving the lives of our clients and our own company. AKAM has truly forged a new path in the property management realm by adding core differentiators, such as an in-house architect, building repositioning services, and a hospitality division to name a few. In turn, these changes have made our growth substantial in the past two years. Finding out that we were ranked #2 on The Real Deal's list of Top Property Management Firms in 2022 was such a surreal feeling and I look forward to seeing how our team builds on that momentum.

Tell us about a mentor or role model that has influenced your career choices?

I've been fortunate to have been raised by very strong women. My grandmother on my mother's side was a Holocaust survivor who also lost her husband very early on while she was raising children. She managed to create a powerful real estate company in Australia and really had to rise from the ashes. When I'm dealing with any difficult situation, I think to myself, "if she overcame all of that, I can get through this."

What 3 skills do you consider the most important to be successful in your industry?

The first would be listening. It is so important in our industry to be receptive to feedback, even when it appears like criticism. We have to remember that when people voice their concerns or are dealing with a crisis, our job is to be open to hearing them out and helping them as best we can. Empathy is also essential in understanding that when an issue arises, that becomes the most important thing to that person, in that moment. Empathy allows us to approach those situations with grace and care. Lastly is responsiveness. Nothing irks someone more than being ignored, especially when technology lets us be accessible 24/7.

What is one lesson that you had to learn the hard way?

One of my colleagues at AKAM recently shared the quote, "Nothing is as quiet as yesterday's applause." That really stood out to me because I feel like I've learned that hard way working in real estate. In this industry, you really can't rest on your laurels. You must have a continuous drive to outperform yourself again and again, especially when it comes to sales.

What do you enjoy doing when you are not working?

Before I entered the real estate industry, my background was in acting. I'm still a theater enthusiast to this day and have a true passion for Broadway. My dream would be to make it on Broadway, but instead I will settle for karaoke! I also love spending time with my five-year-old son. As he would say,

spending time with him is quote-unquote, "sick and epic."

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