



2024 Women in CRE: Michelle Lala, RM Friedland

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Michelle Lala
Real Estate Salesperson
RM Friedland

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

In an impressive feat, our team successfully sold 131 units in Rego Park, a territory we don't typically operate in. This achievement was the result of countless hours of meticulous due diligence. Our dedication paid off when we found a buyer who usually doesn't consider properties in this area. By leveraging our expertise and commitment, we were able to navigate the unfamiliar territory and secure a successful sale, showcasing our adaptability and determination.

Who inspires you most? What qualities do they possess that inspire you?

I am profoundly inspired by my father, Marco Lala. Working alongside him, I have the privilege of witnessing firsthand his unwavering dedication to both provide for our family and to do right by our clients. His relentless determination and resilience are qualities I deeply admire. I consider myself fortunate to be his daughter, his teammate, and to have him as my mentor.

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