



## Three women from the Young Men's/Women's Real Estate Association answer career questions

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Do you have any advice for individuals just starting a career in the commercial real estate industry? My advice for individuals just starting a career in the real estate industry is to not be afraid of hard work. Distinguish yourself by putting in the hours and the effort. Be organized, be diligent and follow up aggressively. Find your niche and be creative. Recognize that this business is one of highs and lows and do not allow rejection to get the better of you. Remember it is business not personal. Be ethical and honest; respect the fiduciary responsibility you have to your client and do everything in your power to protect and champion their best interests. Your reputation is all that you have and if compromised can be deadly. Show consideration for your fellow brokers as you will be interacting with them for years to come. Be humble, ask for help. And keep in mind that eventually someone will say yes. What activities do you participate in to develop business and advance your career?

I'm not a proponent of participating in anything for the sole purpose of developing business or career advancement and would advise individuals just starting a career, regardless of industry, to think before committing to an activity or organization for these reasons alone. There is nothing more valuable to me than my time and for that reason I make a point to only involve myself in organizations and activities that I am truly passionate about. More often than not, business development and career advancement is organically achieved anyway when allocating time in this way.

I am very involved with two industry organizations; The Real Estate Board of New York (REBNY) and the Young Men's and Women's Real Estate Association (YMWREA). I was honored last year to be appointed to the Board of Governors to serve as treasurer of the YMWREA. I believe in the YMWREA and all that the organization stands for and get a lot out of my membership by cultivating relationships with members from different facets of the industry, attending the monthly luncheons and participating in the numerous philanthropic activities available to members.

I especially enjoy the annual Habitat for Humanity build day as I frequently work with organizations whose missions involve creating innovative solutions to homelessness. I am very much involved with Project Renewal, a non profit organization that helps the chronic homeless and serve on their Junior Advisory Board. I'm also involved with the Alliance for Lupus Research and the Leukemia and Lymphoma Society. Last year I fund-raised and trained with Team in Training, an organization that benefits the Leukemia and Lymphoma Society, to run my first marathon-the ING NYC.

Business development and career advancement seem to go hand in hand with keeping my attention focused on those pursuits I'm truly passionate about. I often have people ask me what charities they should get involved in or what organizations they should join and I always advise that they take the time to think about what they are most interested in, spend your time on those pursuits and the rest

will naturally follow. Do you have any advice for individuals just starting a career in the commercial real estate industry?

Commercial real estate is a fantastic industry, and Manhattan is certainly the most exciting market. It's the largest office market in the country, which makes it even more important to work hard, and know your product and players. The first three years are the most difficult; so much of your time will be spent learning who the major tenants are, how to approach them, and then how to get hired. You must be comfortable developing your own business in order to get past the first three years. You must accept the fact that most people you call don't want to meet with you today, but if you keep at it, I guarantee there will be a time that they will need your service and they will meet with you. Never ever give up, never be afraid to roll up your sleeves and do more than the next person, and always do what makes you feel uncomfortable as long as you keep your integrity, it's usually what will get you to the next level.

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