



How do you stay ahead?

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Elysa Berlin

I am a senior associate at Massey Knakal Realty Services.

My responsibilities include:

- * Underwrite and conclude opinion's of value for multi-family, office, mixed-use and development properties throughout the 5 Boroughs and New Jersey.
- * Manage the sales transaction process. (From the time we have a signed listing agreement to when the property closes)
- * Create exclusive marketing materials which include, 70+ page offering memorandums, complete due diligence packages, setups and postcards for our clients.
- * Show the properties we have under exclusive listing.
- * Make investor phone calls.
- * Market Research.

I have received the following awards/recognition: Quoted in the October 7th, 2009 Issue of Real Estate Weekly. The article was titled, "Sinking Feeling" in regards to the 214 North 11th St. aka "Warehouse 11" building in Williamsburg, Brooklyn. Some of my career achievements are: received a promotion from associate to senior associate in Feb 2009. I am affiliated with REBNY.

How do you stay ahead of the curve?

Maintaining a healthy work/life balance allows me to stay ahead of the curve. The term, "working" has different implications in Manhattan than in other cities. The 80-hour work weeks, competitive environment and intense focus on building a career can become top priority; and thus, time for your family, friends and self is often sacrificed. However, I realized that my professional success directly related to my personal happiness and I needed to maintain a balance. I now schedule personal time as well as business appointments on my calendar. This has allowed me to stay healthy, maintain friendships and expand my career. Most importantly, I manage my time efficiently and remain focused at work knowing I have a sense of personal fulfillment.

Elysa Berlin is a senior associate at Massey Knakal Realty Services New York, N.Y.