



## How do you stay ahead of the curve?

November 20, 2009 - Spotlights

Sharon Bands is a vice president investments at Marcus & Millichap Real Estate Investment Services. Responsibilities include: List and sell commercial properties, with specialty in retail; provide clients with analysis and opinions of value; advise clients on investments opportunities, strategy and financing and mentor new agents. Bands is currently among the top 10 agents in Marcus & Millichap's Manhattan office; currently a member of Marcus & Millichap's Seven Figure Club; recipient of Marcus & Millichap's National Achievement Award in 2007, 2004, 2003 and 2002; was inducted into Marcus & Millichap's Chairman's Club in 2004; recipient of Marcus & Millichap Sales Recognition Awards every year from 2001 to 2008; was senior managing director at Grubb & Ellis prior to joining Marcus & Millichap; received the Circle of Excellence Award at Grubb & Ellis, an honor reserved for brokers with sales in the top 2% nationally; was vice president and managing director of Investment Sales at Edward S. Gordon (now CB Richard Ellis) for nine years prior to joining Grubb & Ellis and founded and managed own successful firm, Bands & Co. Inc.

Bands serves as vice president investments and as a senior director of the National Retail Group in Marcus & Millichap's Manhattan office. She is consistently one of the top-producing multi-tenant retail brokers on the East Coast and is currently among the 10 Manhattan agents.

During her expansive career she has sold over 250 properties in 20 states. Known as a shopping center expert, Bands has completed transactions involving more than eight million square feet of retail space valued at more than \$1.2 billion. Prior to joining Marcus & Millichap, Bands served as a senior managing director at Grubb & Ellis and was acknowledged with the Circle of Excellence Award-an honor reserved for brokers with sales in the top 2% nationally. She also spent nine years with Edward S. Gordon (now CB Richard Ellis) as a vice president and managing director.

Since joining Marcus & Millichap in 2000, she has received annual sales awards including the Chairman's Club. Bands is a five-time winner of the National Achievement Award and in 2002, she was promoted to senior investment associate, which is set aside for Marcus & Millichap's top brokers. In January, 2008, Bands was promoted to vice president investments.

Bands is affiliated with ICSC - member, 15 years and REBNY- member, Sales Broker Committee

What makes you an innovator?

Drive, determination and personality. I have always succeeded at whatever I did and I work in a very methodical and detailed manner. When I am motivated, I leave no leaf unturned to achieve my goals.

What obstacles have you overcome to get where you are today?

Since I started in the early 80's in real estate investment sales, I was operating in a man's world which is a huge obstacle. Women must succeed even though they are often not taken seriously, particularly by management and male peers. Also, women do not have the same opportunities to

network or work in partnerships with other male brokers. In business, men feel more comfortable going out with and working with other men. Most women in the business tend to work alone and achieve what they do on their own.

What motivates you to succeed?

I have always been self motivated and expect that I will succeed.

How do you stay ahead of the curve?

As a woman, I stand out in the investment sales industry, which results in recognition. Through the years I have built many solid relationships and work hard to keep those intact.

Who/what has been the strongest influence on your career and why?

Edward Gordon. He was my first boss, and he appreciated and encouraged me. He also taught me all about the importance of professionalism, dedication and hard work. He gave me the opportunity to grow and be self confident. He also protected me, when he felt I was being bullied (usually over a commission split). He came to my defense like a big brother if he felt I was right.

What impact has social networking had on your success?

In the shopping center business we have a lot of opportunity to network through ICSC and that is terrific. You get to know everybody face-to-face because of the conventions. Women have to figure out how to network even if they do not play golf or talk sports.

How has the need to create a more sustainable environment influenced the way you do business?

As developers become more involved in green building/LEED certification, it will encourage more brokers to become LEED accredited. Green credentials can help brokers get hired.

What excites you most about this industry?

I love to make deals. Each property, each buyer and each seller are always different. There is never a dull moment. The tasks are challenging and you work independently on your own projects from start to finish. I also love the type of people that are in the industry. They are aggressive, accomplished, professional and smart. Currently, there are a great deal of opportunities nationwide. The biggest challenge facing the real estate industry in 2010 is...

The biggest challenge facing the real estate industry in 2010 is the capital markets. There is a lack of available financing for investment sales.

The "silver lining" in the cloud of the current economy is....

Real estate professionals will always be in the industry and eventually the market will again flourish, as it always has in the past after every downturn.

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