



What motivates you to succeed? What excites you most about this industry?

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As the Director of Sales at aptsandlofts.com, Corrine Troia provides support to every broker and salesperson before and during sales transactions. She facilitates, when necessary, with negotiations, financing arrangements and logistics for any sales that are complicated or that need additional resources, and she is responsible for knowing the specifics and the status of 100% of the sales in the office.

She has worked in residential real estate since the age of 21, virtually all of it locally in NYC. Not surprisingly, she is both authentic and very knowledgeable about the neighborhoods in which she works.

What motivates you to succeed?

As the sales director my motivation is my sales team to be the best they can be, watching them succeed is the greatest gift and knowing that I said or did something along the way to help

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

My strongest influence in the business is Dave Maundrell, president of aptsandlofts.com. David taught me how to think first, and take all the information in before making a decision. I carry this with me everyday and it has made me a better person and a better manager.

What excites you the most about this industry?

Seeing a client happy with a job well done, developing trust with individuals who are going through a stressful time in their lives and making sure the transaction is as smooth as it can be.

My goals for the future are...

To continue with aptsandlofts.com and be a part of its continued growth, and to see my agents grow as salespeople is rewarding for me.

The biggest challenge facing the real estate industry in 2010 is...

The biggest challenge is going to be for developers and buyers to understand where pricing really should be. While some developers may be not in line with 2009-2010 pricing, some buyers think it's a free for all, which is not. The biggest challenge will be to get both sides on the same page and get deals done.

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

Pricing has come down to earth. This allows more buyers to be able to get into the market, which will stimulate sales.

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