

New York AREW Network



Association of
Real Estate Women
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Lina Telese
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Erin Bond
Center for Real Estate
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Members New York Chapter of AREW discuss their careers and accomplishments

Jill Lovatt



Massey
Knakal
Realty
Services

How do you and/or your firm use social media?

I use LinkedIn to connect to other professionals. Massey Knakal is active in social media with Twitter, LinkedIn, YouTube, and a blog on our website.

Nicoletta Pagnotta



Meridian
Capital Group

What do you consider to be the most successful way to increase referrals?

Showing up. Be it for an introductory meeting, a deal pitch, an inspection or a closing dinner. Clients respect and appreciate when they can tell immediately that you are invested in their relationship. In the aftermath of Hurricane Sandy I literally walked across the Brooklyn Bridge four times to get documents to a title company to ensure a closing would occur.

By being present and accessible, my clients have confidence that I am available for them during a transaction.

Where would you like to be in 10 years?

Without overstating my ambitions, I would say that I have very similar aspirations to many others in our field. My goal is to buy a building and slowly build a real estate portfolio.

Faith Hope Consolo



Douglas
Elliman Real
Estate

How do you and/or your firm use social media?

Our residential side uses it quite a lot, and we continue to explore the best ways to use it for retail. We certainly Tweet and use Facebook to spread news. But I really believe you need face-to-face interaction!

What is your biggest leadership challenge, other than the "glass ceiling"?

I don't acknowledge glass ceilings anymore; that's defeatist talk. My great challenge is to make sure that I continue to motivate and teach my team, even as I work with our clients to serve their needs. Business is extremely good, and it can be easy to forget the people around you when you have retailers and landlords' needs everywhere. But no senior executive is anything without the staff she's built.

Marilyn Kane



Iridium
Capital, LLC

Which project, deal or transaction was the "game changer" in the advancement of your career?

We acquired a portfolio of 10 Dollar General stores located throughout the U.S. Receiving our funding commitment early in December, 2012, we were able to close the transaction on the last day of the year, giving relief to the seven sellers who did not want to be subject to the new 2013 tax rates!!! Since that transaction was concluded, the fund has now gained recognition as an institutional-quality investment vehicle, propelling us into larger scale acquisitions and garnering interest from pension funds, endowments and private investment platforms.

What do you consider to be the most successful way to increase referrals?

Being a good friend, both personally and professionally. Surrounding oneself with good people who are as willing to give as to get... a good rule in life in general.

Jennifer Carey



JLC
Environmental
Consultants

What is the BEST advice you have ever received?

The best advice I ever received was from a friend of mine who said to be true to your word and you really can't go wrong. (Thank you MaryLou!)

What is your favorite tip for balanced living?

Make sure you know your priorities and live authentically (meaning keeping your word but to yourself this time!) by those priorities, is a great way to stay balanced.

Lina Telese



Zetlin &
De Chiara
LLP

What do you consider to be the most successful way to increase referrals?

Through existing clients. Successfully representing existing clients and having existing clients share their success stories with other clients.

What is the BEST advice you have ever received?

Make a list of the tasks you'd like to accomplish in a day and accomplish at least three of the tasks on your list.

What is your favorite tip for balanced living?

Prioritize daily. Each day brings something different to the table so you need to prioritize daily.

Michele Medaglia



ACC
Construction
Corporation

What is the BEST advice you have ever received?

My Top 10 List of the Best Advice Ever!

10. Never assume... we all know what happens with that!

9. Put your emotions on the shelf... stay calm and carry on!

8. We can't control all the events in our lives, but we can always control how we react to them.

7. Perfection isn't always achieved, but it is great to constantly aim for it

6. Success=Success and Failure=Success. If at first you don't succeed, try, try again.

5. Surround yourself with people that are experts in their respective fields

4. Detach from drama and the people that love it.

3. Something good always comes from something not so good

2. Collaboration and teamwork will always yield success

1. Live for a strong purpose

Carrie Snyder



SBLM
Architects

Which project, deal or transaction was the 'game changer' in the advancement of your career?

For a marketing professional, winning proposals and awards is very validating. A great project still needs the right presentation to stand out, I was able to curate content to tell meaningful stories in an impressive way, highlighting the unique expertise of my firm, and the qualitative successful elements of each project. I have helped my firms win over 20 design excellence awards. SBLM Architects was recently awarded the 2013 SMPS-NY Communications Award for Brand Identity. It feels excellent to be recognized by your colleagues and peers.

What do you consider to be the most successful way to increase referrals?

Treat others with kindness and honestly and be helpful.

Kyla Gessin-Stern



Chatham
Development
Company

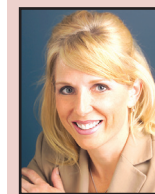
How do you and/or your firm use social media?

I use LinkedIn to interact with my professional network and for recruiting purposes. We will likely integrate a more robust social media program in our next development depending on target demographic and location.

What is your biggest leadership challenge, other than the "glass ceiling"?

As a developer, going through the down cycle we were very focused on asset management and being defensive of our portfolio. The biggest challenge I face today is shifting gears and getting focused back on acquisitions, but I look forward to the challenge.

Jennifer McLean



GFI Capital
Resources
Group

How do you and/or your firm use social media?

Our various divisions use Twitter, Facebook and LinkedIn to engage with our clients and prospects on a regular basis, build brand awareness and grow our online presence. Social media has also assisted us in our recruiting efforts as it enables us to target a broad range of prospects.

Rolla Eisner



Newmark
Grubb
Knight
Frank

What is your favorite tip for balanced living?

You have to set realistic priorities in terms of non-work activities and work towards enhancing workday productivity in order to meet these goals, of course being flexible when faced with a real work crisis. I have learned that an hour at the gym can often provide fresh insight on a difficult project and ultimately prove more beneficial than staring at the computer screen for 15 hours.

Deena Baikowitz



Fireball
Network

How do you and/or your firm use social media?

Fireball Network uses LinkedIn, Facebook and twitter. We share networking tips, event invitations, workshop information, client news and client accomplishments. We post items that professionals in multiple industries will find useful, educational (and entertaining too).



CLIENTS



FIRST

COLUMBIA UNIVERSITY MEDICAL CENTER FLORENCE IRVING AUDITORIUM
AND BLACK BUILDING LAB
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CORPORATE EDUCATIONAL HEALTHCARE HOSPITALITY
RETAIL NEW CONSTRUCTION INSTITUTIONAL RECREATIONAL
RESIDENTIAL EXTERIOR TRANSPORTATION

