

## Women in Real Estate

# Marie and Michelle Marie Zere of Zere Real Estate Services share career accomplishments and advice

### Marie Zere



Zere  
Real Estate  
Services

**During the last 10 years of your career, which professional accomplishment, honor or achievement was most meaningful to you and why?**

As former president of CIBS-Commercial Industrial Brokers Society I thought it was important to set an example as an ethical broker that adheres to high level of standards and expertise.

**Which project, deal or transaction was the 'game changer' in the advancement of your career during the last 10 years?**

We have done thousands of deals in the leasing and sales arena in commercial real estate. From a simple bank site, a Stop & Shop Center to a Touro Law School Court Complex for \$33 million. Zere Real Estate Services is on top of their game.

**How do you contribute to your company and / or the industry?**

Leadership starts with a kind gesture, charity, creativity and knowledgeable guidance. Having your sales team watch you excel in a deal is the best tool for motivation.

### Strom of Schroder & Strom speaks at many events

### Karen Strom



Schroder &  
Strom, LLP

**How do you contribute to your company and/or the industry?**

I have participated as a speaker in many forums on various educational topics within the field of tax certiorari and real property valuation proceedings. I began doing this as a young attorney in relation to residential

### Wagner of Kramer Levin details her strongest influence

### Elise Wagner



Kramer  
Levin  
Naftalis &  
Frankel LLP

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

John Zuccotti has been the stron-

**What advice would you give to women just starting out in commercial real estate?**

Be strong, be honest and know your business.

**How do you manage the work/life balance?**

All three of my children work in my company along with several of my grandchildren. We have a strong close work ethic and deliver our properties with a great sense of pride and serve our clients with great care.

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

International travel has opened doors and given me personal and business contacts. Globalization of business in America started a very long time ago and now we are feeling the economic effects because of too much government regulation in the U.S. corporate sector across the board.

**How are you using social media to promote yourself, your products and / or your firm?**

Twitter has been fun and is great way to reach others outside of ones field of business. The economy effects all facets of business that directly translates into real estate.

**Where would you like to be 10 years from today?**

Same place, same time, same channel...I love what I do and meeting new people. Everyday is a challenge that I look forward to.

tax appeals—speaking before civic and bar association groups. As my career continued, I primarily spoke before professional groups, including the American and NYS Bar Associations, as well as the Long Island Appraisal Institute. Most recently, I spoke in New Orleans on behalf of the ABA/IPT Advanced Property Tax Seminar on 2011/12 Legislative and Judicial Updates in NY Real Property Tax Law. I have also authored for the NY chapter of the American Bar Association's Real Property Tax Deskbook since 1997 to date. Previously, I edited the annual updates of McKinney's Formbook on Real Property Tax Law for ten years.

gest influence on my career because of his thoughtful and strategic approach to the advocacy of his clients, and his commitment to public service, both inside and outside government.

**How are you using social media to promote yourself, your products and / or your firm?**

I utilize Facebook groups and Linked In to stay in touch with people in my field and related fields, and with alumni of the educational institutions I attended.

### Michelle Marie Zere



Zere  
Real Estate  
Services

**During the last 10 years of your career, which professional accomplishment, honor or achievement was most meaningful to you and why?**

Marketing and communications for Zere Real Estate Services with all of the new technology changes, globalization and economic factors that have come in to play running a company owned and operated from a Long Island family with extensive commercial real estate experience.

**Which project, deal or transaction was the 'game changer' in the advancement of your career during the last 10 years?**

The game changer for me was the \$27 million transaction on 19 acres in Nassau County where I sold Briarcliffe College and Grumman Aerospace Corp. Before that deal brokers thought I just ran the office and walked behind my mother. They did not know about my comprehen-

### McCann of Forchelli Law illustrates how she utilizes social media

### Nina McCann



Forchelli,  
Curto, Deegan,  
Schwartz,  
Mineo, Cohn &  
Terrana LLP

**How are you using social media to promote yourself, your products and/or your firm?**

Social Media is now and forever part of the 'marketing mix' which I was taught back in college. One of the four 'P's is promotion and if one is not incorporating social media in one's marketing strategy, you are potentially losing a large audience. In professional service such as a law firm, I use social media (LinkedIn and Twitter specifically) to enhance current client and contact relationships and build new ones. It's a great new 'tool' to share information of what's going on at the firm. It's an extension of the press release in the public relations world with an unlimited audience reach. Two recommendations with social media – the content should be relevant to your audience and fresh. Social media is here to stay and as a professional in any field, one needs to keep and eye on it and grow with it.

sive media background dealing with national and international companies and developers nor the fact that I have worked and apprenticed since age 11 in the business before computers and did my first big deal at age 21, a 10,000 s/f office space deal with Metropolitan Life Insurance all on a handshake.

**How do you contribute to your company and / or the industry?**

I handle all media relations with a background in publishing and public relations working for power icons such as Rupert Murdoch, New York Post, Cahners Publishing, Grid Magazine, Real Estate Media, Real Estate New York and Real Estate Forum.

**What advice would you give to women just starting out in commercial real estate?**

Get a thick skin, have financial staying power, be direct and knowledgeable about your product.

**How do you manage the work/life balance?**

I love what I do. My office environ-

ment is beautiful. I grow orchids there, play music, cook in the kitchen when not meeting with clients or at closings. Pasta anyone?

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

My mother Marie Zere, president and CEO of Zere Real Estate Services. She is a powerhouse with the credentials and experience to give a knockout punch at a conference table orchestrating a deal.

**How are you using social media to promote yourself, your products and / or your firm?**

The best tool is still your company website, a friendly hello and a handshake also do the trick when meeting new contacts.

**Where would you like to be 10 years from today?**

Running my families commercial real estate firm, Zere Real Estate Services, exactly where I am. We enjoy what we do and our reputation for producing results is unparalleled in the industry.

### Clinco of MayerMeinberg recalls a memorable achievement and how she contributes to the industry

### Lois Clinco



MayerMeinberg

**During the last 10 years of your career, which professional accomplishment, honor or achievement has meant the most to you and why?**

Earning my partnership at MayerMeinberg has been one of the great achievements of my career, and is the direct result of hard work and dedication to client service that define my work ethic and upbringing. My parents ran a family owned business, and from that experience I learned the importance of the careful management of money, which I've brought

to both my practice and personal life. I watch out for my clients as if it were my own finances, and this clear commitment to their well being makes them intensely loyal.

**How do you contribute to your company and / or the industry?**

As a partner in charge of the CIRA (co-op/condo) Group at MayerMeinberg, I oversee our audits and tax return work on close to 70 co-op/condo buildings. Currently I'm working on the ongoing expansion of our work with real estate management firms. Our real estate rental business has grown by more than 25%.

**What advice would you give to women just starting out in commercial real estate?**

There is simply no substitute for hard work. It's hard to accomplish anything without a strong work ethic, which includes putting yourself in the right places to meet the right people to expand your business.

### New York City Spotlight

A section of the  
**New York  
Real Estate Journal**  
P.O. Box 55, Accord, MA 02018  
781-878-4540, 800-654-4993  
Fax: 781-871-1853  
[www.nyrej.com](http://www.nyrej.com)  
[nyrej@nyrej.com](mailto:nyrej@nyrej.com)



**Publisher**  
Kristine Wolf x245  
[kwolf@nyrej.com](mailto:kwolf@nyrej.com)



**Editor**  
Heather Devaney x253  
[hdevaney@nyrej.com](mailto:hdevaney@nyrej.com)

**Chairman of the Board**  
Roland G. Hopkins, Sr.