

# Women in Real Estate

## McKeown of CPC discusses social media

Sadie McKeown



The  
Community  
Preservation  
Corporation

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

I worked in marketing and advertising before joining the real estate industry and find social media very valuable. Social media is a powerful tool to connect with partners and potential new borrowers because the cost is low and its reach can be quite large. It also is a great way to share industry trends and engage in meaningful conversations. At the moment, CPC has a social media presence on Twitter, LinkedIn, Facebook, Flickr, Google+ and Youtube.

## Michael of CCR discusses most daring career move

Michele Michael



Corporate  
Commercial  
Realty, LLC

What is the most daring thing you've done for your career? How did it turn out for you?

I put my energy into creating

an event for the Long Island Commercial Real Estate Industry and by year two we have gained the support of the industry as an annual event that will continue to be a resource for Long Island developers, investors, brokers, engineers, architects etc

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

The Long Island commercial Real Estate Expo changed everything.

## Moskowitz of Winoker discusses balanced living

Dana Moskowitz



Winoker  
Realty  
Company, Inc.

What is your favorite tip for balanced living?

It may sound silly but the only way to keep my head on straight is

by making lists. If I can see the tasks I need to accomplish and check them off as they are completed everything seems a little bit more manageable. There are many nights I find myself waking up at 4:00 am and thinking of something I need to do at the office, a phone call I forgot to make, or an appointment I need to schedule. Being a working mother can definitely be overwhelming but as long as I cross one thing off my list at a time I start to feel the weight being lifted.

## Nightingale of NPR discusses increasing referrals

Alyssa Nightingale



Nightingale  
Public  
Relations

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

It is important to take time and

effort to implement an effective referral program. The most successful way to increase referrals is to continue to service your clients and customers ensuring that they are "uniquely satisfied" with the service you provide or work you do. Develop multiple vehicles for contacts to refer others to you. Enable them to not only personally refer someone, but to forward your e-mail newsletter, provide information they can share with their contacts, provide testimonials, etc.

## O'Neal of TONA discusses tip for balanced living

Heather O'Neal



Terrence  
O'Neal  
Architect  
LLC

What is your favorite tip for balanced living?

Take one workday a week for all the activities that require small blocks of time and can be conducted wherever possible and whenever needed. Example; take care of personal finances, health, friendships, and other relationships, community and professional event/activities.

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

We use LinkedIn and Facebook individually to connect with others.

## Konfederak of Merritt; Work hard and you shall succeed

Anita Konfederak



Merritt  
Engineering  
Consultants,  
PC

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

I stay connected through LinkedIn. Our office puts out a monthly email newsletter and updates our clients through our company Website, LinkedIn page and Twitter account.

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

Making sure credit is given where it is due.

What is the most daring thing you've done for your career? How

did it turn out for you?

Early in my career I was put in charge of a very large project and had to work with two very knowledgeable consultants. The consultants were working remotely and needed a lot of intricate information from me to design their part of the job. It was a big responsibility which taught me a lot about professional respect, teamwork, construction and management.

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

As our firm grew there were many "game changers" along the way. First landmark building restoration, first million dollar restoration, first large emergency restoration, first hospital project, etc. Each one advanced my career in a specific category of our business.

What do you consider to be the

most successful way to increase referrals?

Efficiency. You can be an expert in something but if you can't produce results efficiently you will not be referred.

What is the BEST advice you have ever received?

Work hard and you shall succeed. Very common advice, you just have to be willing to take it. Sooner or later someone will appreciate your effort and reward you.

What is your favorite tip for balanced living?

Friends and family are forever so make time for them as often as you can.

Where would you like to be in 10 years?

Working at Merritt Engineering, mentoring younger employees and hopefully done paying for my daughter's college education.

## Maddox of Giscombe Realty Grp. discusses "game changer"

Yvonne Maddox



Giscombe  
Realty Group

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

Back in the late 1990's I was one of the first real estate professionals to open and manage a real estate branch office in Harlem for one of the city's largest real estate firms.

I hired the brokers and closed many deals that earned me a reputation as a residential specialist who knew the Harlem marketplace. Today I live and work in Harlem where I was recently hired to head the new residential division at Giscombe Realty Group, one of Harlem's oldest commercial real estate firms. I am active in the community where I volunteer at the American Legion Post #398 helping returning veterans find housing.

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

Working as a residential broker for over 15 years, I have found that the best way is to treat all clients and potential customers with integrity and respect.

The referrals will come from them! Follow-up is just as important. Even if you do not close a deal with a client the first time around, I always stay in touch over the coming months or even years for when they may need a broker. Even if they don't hire you, often times they also refer me to other family members or friends.

## Maidman of Townhouse Mgmt. Co.; Enjoy your friends and family, that's what matters the most

Arlene Maidman



Townhouse  
Management  
Company

What is your favorite tip for balanced living?

It's about taking time to balance your life and not getting into a rut.

Enjoy your friends and your family. That is what matters most.

Do something for yourself. For me, that is playing tennis or going to the theater with a group of close girlfriends.

I also make dinner at home at least twice a week where the family sits down at the table together. Since we all run in different directions, it's a very good anchor.

Not getting too upset about the little things enables me to look at the big picture and maintain balance.

## Manley of Comm'l. Tenant RE discusses 'glass ceiling'

Marisa Manley



Commercial  
Tenant  
Real Estate  
Representation

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

Leading during a crisis is relatively

easy. Routine assignments are more challenging, given the need to maintain focus, urgency and commitment from the team. I meet this challenge by telling them stories about how our work affects each client. We structured a lease for a Florida client which conserved cash and helped their school grow from 40,000 to 100,000 s/f providing education to more adults. Stories like this make the meaning of our work clear, and a leader's role is to tell these stories to make each mission compelling.

## McCann of Forchelli discusses best advice received

Nina McCann



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

What is the BEST advice you have ever received?

Be RESPONSIVE and ACCOUNTABLE. I want to begin by

stating how fortunate I was to have an exceptional boss early in my career with a management style to which I gravitated. She taught me by example the importance of strategizing with timelines, deliverables and accountability. When a request or inquiry comes in, I respond to acknowledge receipt immediately, thus making myself accountable. It can be unsettling when one feels their request is out there in a voicemail or cyberspace unanswered.