

2018 Women in Real Estate: Professional Services



Wanda Pearson
CEO and Managing Broker
RSA Mortgage Brokerage

How important is it for women to create a personal brand?

It is empowering to distinguish yourself based on experience, expertise, track record and passion. That coupled with sharing and advancing your company's reputation and philosophy, are the keys to success. In my career I have closed over 400 commercial loans. I strive to ensure that each client attains their financing goals in this challenging environment. Successful organizations are defined by the quality of the services provided to their clients. We take particular pride in repeat business and word of mouth direct referrals.

How many messages are in your inbox right now and how do you manage email?

It's a challenge but I try to keep a maximum, say, 25. Otherwise email volume can be overwhelming. I am adept at parsing through my emails daily to assess importance and required action. Then I file, leave as to-do reminders or delete. Obviously, correspondence related to loans in process are a priority.

In one word, describe yourself:

Tenacious



Jessica Rothman
Partner
Ingram Yuzek Gainen Carroll & Bertolotti, LLP

What blogs, resources, podcasts or influencers have helped you?

I am an active member of Gotham City Networking—and have found my membership with this group to be invaluable. The networking group is more of a “think tank” than a traditional networking group. It brings together service-oriented professionals in complementary fields to share not only contacts, but also ideas and resources. I have made helpful professional contacts as well as good friends.

How important is it for women to create a personal brand?

It is important for all professionals to develop a personal brand—especially those in the service industry where your personal brand ties right in with the value you are providing the client. People want to work with people—and our personal brand lets our clients know exactly what type of people we are.



Tami Hausman
Founder and President
Hausman LLC

What are some of your biggest accomplishments in the last 12 months?

Our office turned 10 years old! We were proud to celebrate a decade of service to top clients in New York, throughout the U.S. and around the world. We moved into a bigger, beautiful office space to provide a more welcoming environment for our team and our clients. We look forward to many more great opportunities to work with professionals in the design and real estate industries.

What blogs, resources, podcasts or influencers have helped you?

I'm a big fan of the *Harvard Business Review*. They have great articles and useful tips. I also like *Inc.*, because they feature interesting and stories of other entrepreneurs in a variety of industries. *Fast Company* is a good source for learning about innovators in many different industries. In addition to *The New York Times*, *The Wall Street Journal*, and *Crain's*, I routinely read real estate and design publications and blogs to keep up with what's happening in development. I like Richard Branson, Elon Musk, Mark Cuban, and Rachel Maddow.



Adelaide Polsinelli
Principal of Investment Property Sales
Compass

What are some of your biggest accomplishments in the last 12 months?

Starting an investment sales division for Compass in the New York metropolitan area. As the most innovative brokerage firm in the country, Compass has developed cutting-edge technology and a pioneering marketing platform that is radically changing the real estate industry. I'm thrilled that my clients will benefit from these state-of-the-art enhancements.

How important is it for women to create a personal brand?

I think it's important for everyone in sales to create a personal brand, not just women.

How many messages are in your inbox right now and how do you manage email?

I receive 300-400 emails a day over six email addresses. I answer emails in the evening and my goal is to reduce the number of emails to 10 in each inbox before going to sleep.

What do you do for fun?

My family and I took a vacation in Hawaii this summer and had a wonderful time kayaking, snorkeling, hiking, and zip lining.



Precilla Torres
Senior Managing Director and
Head of the Proprietary Lending Group
Hunt Real Estate Capital

What blogs, resources, podcasts or influencers have helped you?

Various research and publication materials from top research bank analysts, real estate journals and marketing studies from economic firms like Rosen Consulting, REIS, CoStar, RCA and brokerage firms like Cushman & Wakefield, Marcus & Millichap and CBRE.

How many messages are in your inbox right now and how do you manage email?

I have thousands of emails and get probably close to a hundred, if not more, emails a day. Management is by looking at the subject and prioritizing based on time sensitivity and critical nature of the subject.

What do you like to do for fun?

Travelling and spending time with my family.

In one word, describe yourself:

Caring



Natalia Asido
Real Estate Principal/Professional
RE/MAX Elite New York

What are some of your biggest accomplishments in the last 12 months?

There have been so many exciting changes in my real estate and construction career. We are currently in the final stages of opening a brand new RE/MAX brokerage in New York City and I couldn't be any happier to be part of this powerful internationally known franchise that I will be heading up. In the construction end of my career, my flooring company www.CityInteriorNYC.com has grown by 40% and we have bid on over \$20 million worth of projects in the last few months alone.

How important is it for women to create a personal brand?

Growing up I watched my mother brand herself within a very male dominated art world. For women in particular, a strong personal brand can open the door to new business and career opportunities. Well-traveled, smart, sophisticated, educated and mature female professionals know that a woman with these characteristics in the work place is a force to be reckoned with. A woman who can position herself as a strong personality, build a resilient, supportive team of women/men around her and grow her brand would only create beautiful music to everyone's ears.



Nina McCann
Director of Marketing and Business Development
Forchelli Deegan Terrana LLP

What are some of your biggest accomplishments in the last 12 months?

As director of marketing, I project managed the firm's rebrand which included shortening the name, updating the branding, changing the logo and launching a new website. A tremendous team effort from a core internal team. It was time that Forchelli, Curto, Deegan, Schwartz, Mineo & Terrana LLP evolved into Forchelli Deegan Terrana LLP. The new firm name and brand reflect the sophistication and strength of the firm as we continue to evolve to a changing marketplace.

What do you like to do for fun?

I enjoy indoor cycling classes and running—I am a cardio junkie. If you add a charitable component—event better! I recently did a charity spin class on behalf of Sydney's Smiles—an anti-bullying charity founded by an impressive young high school student.

In one word, describe yourself:

Resourceful



Caroline Tierney
Licensed Real Estate Salesperson
Marcus & Millichap

What are some of your biggest accomplishments in the last 12 months?

In the last 12 months, I've earned the Pace Setter Award at Marcus & Millichap, worked on different exclusive 1031 exchange accounts, and closed five deals.

What blogs, resources, podcasts or influencers have helped you?

Morning Brew, Squawk Box, “The Secret”

How important is it for women to create a personal brand?

Creating a personal brand is of the utmost importance for all professionals, not just women. Your personal brand is what sets you apart from everyone else—allowing you to create meaningful relationships. Ultimately turning customers into clients.

For full responses visit www.nyrej.com