

women in real estate 2011



What has been the strongest influence on your career?

sc Susan Seidner Chasky



Exclusive Properties
Sotheby's Int'l.
Realty Riverdale

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

The strongest yet most improbable influ-

Avital of EC discusses balance

aa Aliza Avital



Eastern Consolidated

How do you manage the work/life balance?

Availability, affability, and ability: are the qualities needed for success in our industry. Like the vast majority of the successful people I know, I love what I do. Being successful makes you love your job more, and the more you love your job, the more successful you inevitably become. Forget the conventional wisdom of separating your life from your work, and don't count the number of hours you work. Learn to understand, and genuinely empathize with your clients. You will find that many of them truly become your friends, due to your common interests and goals.

ence, nevertheless the guiding light that lead me into the competitive New York City residential market, specifically working the upper east and west sides of Manhattan and later on expanding into the Bronx's greater Riverdale neighborhoods, was my total love (addiction) to the game of racquetball. It was about 28 years ago at the 92nd St Y's gym, specifically during a tournament where I met my competitor, a woman in a "man's world" of real estate, who after enjoying a great game became my friend and my real estate mentor, Frances Freedman...Play on...

2010 was an exciting year for Polsinelli of Marcus & Millichap

ap Adelaide Polsinelli



Marcus & Millichap

What was your most notable project, deal or transaction in 2010?

2010 was not only an exciting year, but one of my busiest ever. The deals I closed were as diverse as the changes taking place in the industry. This year was most exceptional for me because I sold or leased every product type.

My deals included multifamily properties, a retail property at 407 Park Ave., note sales totaling 17 residential properties in New York City, followed by mixed-use, retail, condos, garages and office properties.

Feinberg of JFK&M Consulting offers advice to R.E. newcomers

cf Cindy Feinberg



JFK&M
Consulting Group, LLC

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

Real estate is not an industry for the thin-skinned individual. That being said, I believe

that the first ingredient for success in this industry is to be well informed in your particular field. Build your skill set and expertise; then build your reputation. Once you have studied, learned, trained and gone on to gain as much varied experience in your discipline that is available, you need to get out there and network; have an open mind and "listen" to the industry experts, clients, prospects, competitors, other consultants, your colleagues, and to your employees. Information, communication and relationships in this industry are vital. Make them your ally in your search for the creative solutions to success.

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

ph Pat Hildebrandt



JFK&M
Consulting Group, LLC

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

I have always been told "you seem to know how to get it done." Contributing above and

beyond to my firm and to the industry has been a way of life for me. You have to be truly excited by what you are doing and want to make a difference. Whatever is best for the firm is my guiding principle and that means I contribute with ideas, advice, improving ways that we manage and conduct business, team work, lending time and hands regardless of the tasks to get it done and done right. In the industry, I am very active in a number of real estate organizations, serving on boards and committees and contributing to non-profit organizations. These efforts create positive results for the firm and professional women in the industry.

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We are pleased to announce that
Susan Lynne Seidner Chasky
has joined our Riverdale team at
Sotheby's International Realty.



Susan brings a successful
27 year career of helping
buyers, sellers, landlords
and tenants meet their
real estate goals.

We welcome Susan to our team.

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