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women in real estate 2010

DiBella of TerraCRG | Comm'l. Rlty. discusses her career and influences

md Melissa DiBella



TerraCRG | Commercial Realty Group

What single event professional or personal has most significantly impacted your career?

The move to assist Ofer Cohen with the creation of TerraCRG, a boutique commercial real estate sale firm specializing in the Brooklyn market has been a very

significant decision. Over the last two years I have helped in every aspect of growing a company while continuing to successfully conclude commercial sale and lease transactions. I have helped to build a strong foundation for an expanding company.

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

My father has been the strongest influence on my life and career. As an entrepreneur with his own retail operation I have had the opportunity to watch and learn from him. No one could teach better negotiating skills than my father, he has prepared me with sales experience that a text-

book or classroom can not.

What advice would you give to a woman just starting a career in your field?

I would advice any woman to always be strong mentally or at least to display an outer façade of confidence and strength even at your weakest points. There is a lot of rejection in this industry, you will hear a lot of "no" before you hear "yes," be ready for it. Expect to be creative at deal-making especially in today's tough economic environment, as difficult as it is there are plenty of opportunities. Be positive but be realistic, clients value the truth.

Aronica of The Advance Group shares where she was ten years ago, and where she is headed today

va Vivian Aronica



The Advance Group

What single event, professional or personal, has most significantly impacted your career?

The single most significant event that impacted my career was getting

into outside sales. With the changes that occurred due to 9/11, I was forced to seek a new career path and was advised by several friends and colleagues that I should consider becoming an outside sales agent. I considered that advice very seriously and that became the catalyst of my first networking experience. With the assistance of a close friend, Jan Guarino, who made an announcement at one of her networking groups, I obtained six interviews one of which was a moving company—the rest is now history. I later joined that very

same networking group served as a board member and became a part of several other established networking groups. Networking for new business became the very niche that would establish my career.

What was the best decision that you made in the last year?

The best decision that I made in the last year was accepting the position here at The Advance Group. I receive total support in all my endeavors, my ideas are well received and my decisions are totally respected. With the broad range of expertise, capabilities and resources, I am able to confidently and proudly represent The Advance Group to my clients, networking associates and organizations.

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

The strongest influence on my career has been Richard Renner. For nearly five years we worked side by side on all types of moving projects ranging from basic estimates to onsite project management. Renner was able to help me conceptualize the logistics and creative thinking involved with planning an effective move. His expertise, knowledge, leadership and manner have been instrumental in my career. If I find myself on a complicated estimate, I pull from the experience and "know how" of Renner.

What advice would you give to a woman just starting a career in your field?

My advice to a woman starting in this field would be to align yourself with someone who you trust and respect and is willing to share industry knowledge with you and become a coach or mentor. Accept invitations to attend networking meetings either one on one or in groups. In time, you will discern where your time and effort is most productively spent. You will soon develop a core circle of trusted colleagues that will provide support, business opportunities and sometimes lasting friendship.

Who has been the strongest influence on your career and why? By Roundell

jr Jane Roundell



CresaPartners

Professionally, where were you ten years ago and where are you now?

Ten years ago I had just completed two projects as an owner's representative. It was then that I was introduced to CresaPartners and moved over to the corporate services/transaction side of commercial real estate. I still work at CresaPartners, which is a firm that solely represents tenants. I find that my previous experience on the ownership side gives me a distinct advantage in representing tenants, because I understand when landlords are able to take action, even when they say they can't.

What award or recognition has been the most meaningful to you and why?

The most meaningful recognition is the gratitude of a client when I have gone above and beyond the call of duty. I once went to the Department of Environmental Protection

in Queens to file an ACP 7 form for our client because the landlord wouldn't file it for several days. This would have caused my client a delay that would have incurred penalties. To this day the client can't believe I did that. Another client regularly tells me she can't believe I have other clients based on the amount of work I do for them. Knowing that I have provided that level of service is the best recognition in the world.

How do you stay ahead of the curve?

I spend a lot of time researching. It's important to understand your clients' business.

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

My husband, because he is the most ethical person I know. Doing the right thing isn't always the easiest way to attack a problem, but it's the only way for me. His moral fiber and support have given me the strength to take the high road.

How has the need to create a more sustainable environment influenced the way you do business?

I work with our clients to establish what level of sustainability they want to achieve within their budget parameters. Our firm has many LEED-accredited professionals, so we understand the importance of sustainability.

Staying positive is part of how to stay ahead of the curve

cb C. Jaye Berger



Law offices of C. Jaye Berger

How do you stay ahead of the curve?

There is no doubt that it has been a challenging year. For some it has been more challenging than for others. I have no magic answers, but one

thing I think that helps is staying true to what you believe in. That and staying positive. I specialize in building construction, real estate law and litigation. When times are tough, you do not go out and become a divorce lawyer or look for bankruptcies to handle. You stay true to what you do best and kept believing that the economy will prosper. When there are fewer real estate transactions, there tends to be more litigation. My clients are also positive about what they enjoy doing and that the economy will come back and we will all prosper in the long run.

Being active in NYCREW has assisted Nancy Wood, CPA, in her career

nw Nancy Wood



CPA

I am a CPA who has worked within the commercial real estate industry for over 15 years. During this time, I have worked in various areas of real estate such as accounting, financial

analysis and asset management. Currently I am in transition and networking to find an opportunity where I can apply my analytical expertise and accounting experience.

I have been fortunate to be one of the founding members and the first treasurer for NYCREW Network. Through my membership years I have also remained active on the membership and communication committees. Being a member of NYCREW Network has enabled me to come in contact with an amazing group of women internationally. My

I have been fortunate to be one of the founding members and the first treasurer for NYCREW Network. Through my membership years I have also remained active on the membership and communication committees.

first CREW Network conference was in Boston in October 2001. The experience at the conference was great. I met women who have accomplished so much in their professional careers and have contributed a great deal to their communities. That first conference and all the conferences I have attended have been inspirational. Networking for my next opportunity has been extremely challenging in this economy. However, I know that when I try to contact a person within CREW Network and if they are unavailable

to speak with me at that moment, they will contact me within 24 to 48 hours. The people who I have contacted have always responded and have helped me with networking suggestions and given me other contacts. I have always promoted NYCREW Network and have encouraged potential members the importance of becoming part of CREW Network. Even if you are employed it is always important to be a part of a network and grow your circle of contacts throughout your career.

Robin Kubicki, MAI, discusses her career

rk Robin Kubicki



Robin A. Kubicki, MAI - Real Estate Appraisal

What single event professional or personal has most significantly impacted your career?

Starting my own firm in 1991.

What award or recognition has been the most meaningful to you and why?

My MAI designation from the Appraisal Institute. Appraisers holding the Appraisal Institute's MAI membership designation have long been respected by courts, government agencies, lenders, corporations and others seeking real estate appraisal services. Earning the designation led to an increased client base and greater financial success.