



CELEBRATING
55 YEARS

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Women in Real Estate: Betsy Brochin of Berkshire Hathaway HomeServices

June 18, 2015 - Connecticut

Years with company/firm: It will be two years in September - since Prudential CT Realty was acquired by Berkshire Hathaway

Years in field: 33

Years in Real Estate Industry: 33

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Real Estate Organizations/Affiliations: CT Association of Realtors; National Association of Realtors; Commercial Investment Division of Greater New Haven Board of Realtors

How do you use social media to promote yourself and/or the company/firm? Through the company website

If you could choose one thing differently when you first started, what would it be? Don't make the mistake of thinking too much before you act

What advice would you give women just starting out in Commercial Real Estate? Get involved in your community.

During the last 5 years of your career, which professional accomplishment, honor, or achievement has meant the most to you and why? Sale of 129 Church Street in New Haven, a building I had represented as exclusive leasing agent for the last twenty-two years. The 90,000 s/f building sold for \$6.9 million in December, 2014.

When was the first time you realized that you were meant to be in the CRE Industry?

My first sale was to a church of a property that had housed a limousine service. I loved the sense of accomplishment and getting to know the people involved.

What are 3 words that describe your company atmosphere? Congenial, concerned with fair play and customer service.

When you think of the CRE Industry, what are 3 words that come to mind? Land use, culture, economics

What are 3 things you will try doing or accomplishing in the next 10 years? Work to improve my community, add to my education and ability to communicate.

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