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Women in Real Estate: Courtney Hendricson of Town of Enfield

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Years with company/firm: 2

Years in Field: 13

Years in Real Estate Industry: 13

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Real Estate Organizations/Affiliations: CREW, Board Member and Co-Chair of CREW Careers; ICSC, Co-Chair of the CT State Alliance; CT Economic Resource Center SiteFinder, Member

How do you use social media to promote yourself and/or the company/firm: I use an Economic Development LinkedIn page to provide quick and timely updates on business happenings in Enfield as well as Video News, which is produced twice per year. These allow for current updates and more long-term initiatives. I rely on Constant Contact for all of my email marketing and event logistics. I would be lost without this tool!

What advice would you give women just starting out in Commercial Real Estate? Network, network, network! Take advantage of every opportunity to connect. Call people you would like to meet and align yourself with them; invite them out for coffee and pick their brain. They will be flattered and you'll learn a lot.

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

Early in my municipal management career, I started specializing in Economic Development and realized the importance of the commercial real estate industry as a partner in this effort. As a representative of all of the available property (land and buildings) in a municipality, I became a single point of contact for brokers, developers and property owners. I learned their terminology and CRE "language" and realized the importance of my role in their deals. They ask questions, like, "Would we be able to re-zone this parcel if necessary? What are the permit and regulatory processes like in your city? Does your town offer tax incentives?" I was the one who could answer these questions. All of the work I was doing with business retention, expansion and recruitment kept leading back to my relationships with the CRE industry. I love my work and the fact that I bring a unique perspective that can help my peers in the CRE industry in a different way through my municipal role.

When you think of the CRE Industry, what are 3 words that come to mind? Ambitious; fast-paced; exciting