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Women in Real Estate: Eileen Russell of Pearce Commercial Real Estate

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Years with company/Firm: 2 ½ / H. Pearce

Years in Field: 2 1/2

Years in Real Estate Industry: 2 ½ (I sold two homes FSBO before I became a licensed agent)

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Real Estate Organizations/Affiliations: I am a member of the New Haven Middlesex Association of Realtors, the New Haven Middlesex Realtors-Commercial Investment Division (NHMR-CID), the National Associations of Realtors (NAR). I am an active member of the Milford Yacht Club and have currently or in the past served on their Board of Directors and the Finance, Membership, Garden, Marina, and Race Committees. I am an active member of US Sailing.

How do you use social media to promote yourself and/or the company/firm? Our website has our bio and contact information. I use LinkedIn for my business contacts and share relevant articles on that site. Our firm has its own Facebook page and articles relevant to real estate are posted there.

If you could choose one thing differently when you first started, what would it be? Nothing! It's been great.

What advice would you give women just starting out in Commercial Real Estate? Become knowledgeable about industrial spaces. Learn about the electrical systems, overhead door and loading dock dimensions, ceiling heights, etc.

During the last 5 years of your career, which professional accomplishment, honor, or achievement has meant the most to you and why? Retail Sale-Deal of the Year, 2013. The company that purchased the building created a fitness center for autistic children.

When was the first time you realized that you were meant to be in the CRE Industry? My husband's friend, a Devon Rotarian, convinced me that I would do well in Commercial Real Estate. My previous career was in Information Technology, specifically Project and Data Management. In that role, I had to listen to needs, concerns, and requirements from all levels in the organization---from CEO to the folks on the assembly line. From these interviews and additional technical research, I created documentation from which systems could be developed. I realized that these skills could be transferred to the work I was doing in CRE. People communicated their needs and I did the research to match them.

What are 3 words that describe your company atmosphere? Process-oriented, collegiality, and driven.

When you think of the CRE Industry, what are 3 words that come to mind? Slow-moving, interesting, and challenging

What are 3 things you will try doing or accomplishing in the next 10 years? Mentoring new commercial agents; Learning more about 1031 exchanges; Reducing my schedule (semi-retire)

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