



CELEBRATING  
55 YEARS

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## **2017 Women in Real Estate Spotlight - Susan Shelby**

September 29, 2017 - Spotlights

Susan Shelby  
President & CEO  
Rhino PR

Years in real estate: 16

What real estate associations or organizations are you a member of: CREW

How have you navigated obstacles to achieve success in your career: Early in my career, I pounded the pavement in Los Angeles selling life insurance. I thrived on the challenge, and read stacks of sales strategy books to gain an edge. One of those books portrayed the rhinoceros as an ultimate salesperson: two-inch-thick skin and the motivation to charge. The image resonated with me, led to the name of my PR firm, and has fueled my ongoing mission to raise the understanding of PR within marketing for professional services firms. I love how cost-effective it is, and what it can do for companies and the bottom line.

How do you play your strengths to your advantage in your career: After being laid off from an architecture firm in 2004, I decided to launch my own PR consultancy and immediately reached out to my network. Fortunately, in addition to great contacts, I had great timing as well. In less than one month, I had two clients – and our first client remains with Rhino PR today.

We are proud the majority of our new business comes from referrals. I firmly believe that participation in various professional-service opportunities has enhanced my career and enabled me to absorb new ideas and network with so many exceptional peers and colleagues.

What do you do for fun? My husband and I are training for the 50-mile Tour de Greenbelt bike ride to benefit the Essex County Greenbelt.

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