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2017 Women in Real Estate Spotlight - Nancy Reno

September 29, 2017 - Spotlights

Nancy Reno

Vice President of Marketing & Training

Housing Management Resources, Inc.

Years in real estate: 30

What real estate associations or organizations are you a member of: IREM, NAHMA, and CHAPA

How do you play your strengths to your advantage in your career: As vice president of marketing & training, I believe it is important to develop relationships that will foster success in all aspects of your career. My biggest strength comes from my background in building community partnerships and networking. For the past five years, I have worked through the Boston Police Foundation to help bridge the gap between our neighborhoods and the Boston Police Department. Creating relationships with our neighborhood stakeholders and getting involved has taught me so much about communities and the importance of working together. I have shared these experiences and train my property management site staff on the importance of building their own resident programming, which in turn helps build better neighborhoods.

What trends are you seeing so far this year: Throughout my 30 years in the real estate industry, I have seen how quickly there has been a shift from standard pen and paper to advanced technology. Everything can now be done in an instant, which has its benefits when it comes to leasing - you're able to accurately reach the exact customer base you want to target.

Also, I've seen the number of access points increase exponentially.

What do you do for fun: I enjoy sharing my leisure time with my family, including my 2 young grandsons.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540