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2017 Women in Real Estate Spotlight - Enid Berrios

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Enid Berrios
Regional Vice President
Housing Management Resources, Inc.

Years in real estate: 20

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

How have you navigated obstacles to achieve success in your career: “Never give up” and “Yes I can” are the mantras I use to navigate through the obstacles I have encountered in my career. Whenever a person starts questioning whether a task can be achieved, or starts looking for reasons why it is not possible, I try to steer their direction back onto what can be accomplished. It is always easier to accept that everything won’t be perfect, but try your best. Having that optimist attitude and perseverance ensures that you will be successful in any career.

How do you play your strengths to your advantage in your career: Being creative and knowledgeable allows me to be flexible in every situation. In real estate, we work with people from all backgrounds, demographics, diverse populations so, flexibility is a must. Finding strong, individual solutions instead of making group assumptions allows me to connect directly with the people that I serve.

What trends are you seeing so far this year: I believe customers are more educated than ever. Since the internet is so accessible to everyone and search engines are available to all, we must embrace technology and continue to evolve with it. Knowledge is power and having it at your fingertip will give you the advantage needed to be successful.

What do you do for fun: I love to travel and party. Both allow me to enjoy other people’s culture, food, customs, and languages.

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