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2017 Women in Real Estate Spotlight - Marianne Wronka

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Marianne Wronka
Executive Vice President
Wronka, Ltd.

Years in real estate: 10+

How do you play your strengths to your advantage in your career: Where sometimes parties in a transaction have opposing goals, perhaps it's my Libra sign that abhors conflict that comes to the rescue, or my desire to help people. I see myself as a collaborator and mediator to bring everyone on the same page and get to a win-win situation.

What trends are you seeing so far this year: The market is tightening with less direct office space available in my geographical area of Rte. 93 / Rte. 128 / North Shore, with vacancy down to approximately 8% and with rental rates increasing. I see more subleases. With the major shift in the retail market, I see opportunities for traditionally non-retail businesses taking retail space where they can help bring business to the retail center and provide synergy.

How have you navigated obstacles to achieve success in your career: Using a recent transaction as an example, often when the customer became frustrated and impatient, or was being unrealistic about their expectations, I would provide them with market data specific to their needs, and tour any property that may fit their need to bring them back on course. I would stay sometimes in daily communication with the customer, or all parties so everyone is on the same page. I also developed a successful program to facilitate sublease listings so that owner, tenant and prospect are all aware up front of how the process will work with financial incentives to have co-brokers bring their customers.

What do you do for fun: I enjoy reading and walking outdoors, although never enough time. I work 8-10 hours a week at Dress Barn at Redstone Shopping Center in Stoneham. One of my high school jobs was working in a department store, in men's wear. Now I enjoy ladies fashions, I get my exercise, relieve stress, get my retail therapy, but mostly I enjoy helping ladies look and feel good. Unlike real estate deals that take some time to complete, it's a change of pace to see immediate results.