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2017 Women in Real Estate Spotlight - Deana Arden

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Deana Arden
Commercial Sales and Leasing Advisor
NAI Norwood Group Inc.

Years in real estate: 3+

What real estate associations or organizations are you a member of: Commercial Investment Board of Realtors chair of education committee, NHAR

How do you play your strengths to your advantage in your career: Hard work, diligence, and attention to detail. Aggressive prospecting plays a pivotal role in my success, working when no one else is to make and ensure consistent follow up. I have also found that having a regular communication with clients and customers is key. Listening to their feedback and ideas strengthen the relationship and builds a foundation of trust and loyalty. Having conversations upfront before paperwork is even signed so there is a mutual understanding of how the process works and let them know that we want their input and feedback makes all the difference. Clients just want to be kept in the loop and know their opinions have been heard.

How have you navigated obstacles to achieve success in your career: Being a woman in a predominantly male industry is challenging, however I try to be opportunistic and create value add relationships with key decision makers-both female and male. I believe that I have a unique advantage over many fellow commercial real estate professionals due to the mentoring, training and guidance I receive from the leaders of my firm, NAI Norwood Group, as well as the cross-border networking opportunities through NAI Global. Louise Norwood, a principal of our firm is generous with her time and sharing of her experiences and assist me in any situation that arises. In addition, Cathy Minnerly from NAI Hunneman in Boston has been a positive influence on my career thus far. Since being introduced to Cathy, we have worked together on multiple assignments and I have experienced first-hand the dedication, expertise and totally client-centric approach she employs and I have been able to emulate those traits in my own deals.

What trends are you seeing so far this year: Right now inventory is at a all time shortage, specifically in the multifamily and industrial markets -those sectors are seeing the most activity due to the scarce inventory. I have even had to search for off market properties for clients due to the high demand. It's

a great time right now for these property types and I expect this trend will continue for some time.

What do you do for fun: When I have free time I love to cook and experiment with new recipes, travel and spend time quality time with my new husband!

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