



CELEBRATING
55 YEARS

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2018 Women in Real Estate: Susan Shelby, Rhino PR

September 28, 2018 - Spotlights

Name: Susan Shelby, FSMPS, CPSM

Title: President & CEO

Company Name: Rhino PR

Years in real estate: 17

Real estate associations or organizations you're a member of: CREW, SMPS, Mass Building Congress, AGC of MA

What is the best advice you have received, and who was it from? I was going through a particularly tough time with my business and I called my father to cry on his shoulder. He had been president of an architectural firm in Connecticut before he retired, and he told me about going from 150 to 50 employees during the recession in the 1980's. Talk about stress! He listened and said: "Susan, this, too, shall pass." I was pretty mad when he said that, as it wasn't the response I was looking for, but I have come to realize he was right, and it did pass – as most things do.

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