



NEREJ

2019 Women in Real Estate: Heather Parsons, ReMax Partners

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Heather Parsons

Realtor

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What is the best business book you have read and would recommend to others? “The 4 Hour Work Week” by Timothy Ferriss. This book was eye opening. It gave me great insight to start outsourcing business and asking for and getting help from others. That in turn helped me better focus on my business and free up my time to be a more effective and focused businesswoman.

What is your favorite motivational quote and who was it by? “The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty” - Winston Churchill. Its all about mindset. Switching from a very lucrative career in the wine and spirit industry to real estate was a huge leap of faith. I realized despite the challenges and struggles I faced, to learn a lesson for each and keep focused. The more I saw each challenge as an opportunity to learn; the better the outcome became.

What honor or achievement means the most to you and why? I was recently approached by HGTV about a listing to be featured on one of their programs. I was then asked if I would like the opportunity to be featured on camera as a local real estate expert on the show. I reluctantly said yes. Although my listing did not make the cut, I did! And overcoming my fear to just say yes has brought me a lot of recognition. I now have strangers, family, friends, acquaintances to see me in my role as a Realtor. My business has grown exponentially since its airing.

Another achievement is partnering with NEREJ through their Cannabis in Commercial Real Estate Summits. I have been a long time advocate around the stigma of the Cannabis plant to be seen as medicine for so many, especially close friends and family. Through my vast network I have been able to work in the commercial space working with these clients in the commonwealth finding them viable zoned properties. Rick Kaplan has been a great friend to me and has helped me get more involved with colleagues in Commercial Real Estate. I have since been more active in these events and it’s a huge honor to be able to meld both these passions to make my business very successful.

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