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## **2020 Women in Real Estate: Noreen O'Toole Principal Platinum Partners, LLC**

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Noreen O'Toole  
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Who inspired you to join the CRE Industry? I made the transition into Commercial Real Estate based on my experience working in government for over 30 years with the community at large, within the planning and development field, and working with the community to provide an education to build a healthy and sustainable environment.

What is the best advice you have received, and who was it from? Professor Richard Gladstone at Northeastern University said, when I was enrolled in the MPA program, “Look at the big picture and see how this will affect the community when you are planning.” It was excellent advice then and is still relevant today.

What books, blogs, podcasts, resources or influencers would you recommend to women? One of the major books that I have read and re-read is “The Death and Life of Great American Cities,” by Jane Jacobs. It’s a great book that addresses the dilemma of urban planning. This book critiques the urban planning policies of the 1950’s but is certainly relevant for our times. The author emphasizes dense, mixed use developments, infrastructure, walkable communities, and the importance of connecting people. Also, another prestigious woman, Jane Addams, wrote an article titled “Utilization of Women in City Government” which characterized women as major contributors to society. Another important planning text referred to as the Green Bible is the “The Practice of Local Government Planning” which is an invaluable tool that depicts all aspects of local planning practices and development concepts.

What honor, achievement or recognition means the most to you and why? Not too long after we founded Platinum Partners, LLC, one of the first big projects I worked on involved a number of meetings with the planner. My role was to work on the municipal planning side. I spent an hour and a half sitting down with this planner, who I had not previously met. And was told by the planner, “Don’t ever change how you are; you are such a good planner and it’s good to have you in this business.” That was the best recognition than any award I could have received!

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