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## **2021 Women in Commercial Real Estate: Noreen O'Toole, Principal, Platinum Partners LLC**

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Noreen O'Toole  
Principal

What are some of the benefits of being a mentor or having a mentor? In my earlier years, I was fortunate enough to have a mentor. We connected and discussed business relationships, and he shared his guidance and professional expertise on leadership and emphasized learning and professional development. As my career progressed, I realized my mentor had such an impact on my ability to problem solve and create positive outcomes within various relationships and circumstances. Partnering with a mentor allows you to discuss issues that extend beyond professional development and encompasses day-to-day situations you may encounter. Through the years, I have become a mentor because I realize the importance of this relationship.

What is one characteristic that you believe every woman in commercial real estate should possess? One of the stand-out characteristics in the real estate business is motivation. Motivation may be defined as being an innate or external characteristic which may require an outside trigger or an internal catalyst. In the real estate business, motivation drives your efforts to plan and to achieve specific goals such as: creating a new partnership with a client, succeeding in permitting a project, extending your client base geographically and advancing your expertise in your chosen field.

In the past year, what project, transaction or accomplishment are you most proud of? I have thirty years of municipal experience as an urban development professional working in government. Due to my many years of municipal experience, I have created strong partnerships through the collaboration between government, clients and the community in order to achieve exceptional outcomes. My public sector skills have enhanced my ability to work within local, state, and federal government. Therefore, I am able to navigate through the government system because I speak their language.