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2018 Women in Real Estate: Professional Services



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How important is it for women to create a personal brand?

Establishing a personal brand is essential, as it helps you to stand out and gain recognition in a crowded field of competitors and solidifies your reputation among peers and clients. As a real estate attorney, my credentials, accomplishments, work ethic, and industry leadership

are the foundation of a substantive brand that reinforces what I have to offer clients and colleagues in the real estate industry.

How many messages are in your inbox right now and how do you manage email?

I try to keep my inbox under 300 and to be as responsive as possible to the influx of emails. My goal is to respond immediately if I can and if I can't, I let people know I'm on it and will get back to them soon. Certainly by the end of the day I will have responded to all emails for that day.

What do you do like to do for fun?

I love the entire experience of trying new restaurants and new

foods, especially with great friends. I also love to travel and experience diverse cultures.

What are some of your biggest accomplishments in the last 12 months?

Over the past 12 months alone I worked on two of the most talked about developments in New York. I have been lead counsel and trusted business advisor to Susan Fine in the leasing, financing and development of TurnStyle, an exciting, unique underground retail destination in the 59th St. Columbus Circle concourse, which has been lauded by media and industry leaders alike. I am currently representing JEMB Realty Corp. at its leasing site

for the development of a 500,000 s/f office tower in Downtown Brooklyn known as One Willoughby Sq. A project that is a significant piece of the Downtown Brooklyn Redevelopment Plan, it is slated to "celebrate the workplace of the future" as the first ground-up office tower built in Brooklyn since the 1980s.

What blogs, resources, podcasts or influencers have helped you?

In order to stay in touch with what is happening in the industry I regularly read *New York Real Estate Journal*, *The Real Deal*, *Real Estate Weekly*, and *Commercial Observer*.

In one word, describe yourself:

Resourceful