

SEPTEMBER 18, 2018 - **HSP REAL ESTATE GROUP** IN THE NEWS

2018 Women In Real Estate, Professional Services: Dana Moskowitz, HSP Real Estate Group



Dana Moskowitz, Partner HSP

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

The past 12 months have been very interesting for me and have brought many changes. We merged our firm EVO with Herald Square Properties to form HSP Real Estate Group. This merger was significant because it enabled me to transition from running the day-to-day operations to focusing on the deal side of the business. I am currently working on growing our leasing business by bringing in new assignments and am also focusing on our affiliation with NAI Global to drive business and new opportunities within our network. I enjoy being back on this side of our business.

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

I have about 3,000 emails but only four unread! I am actually pretty good about managing my email but, of course, there is always room for improvement. I have a pretty thorough electronic filing system for my mail and for the deals and projects I work on. Being organized is very important and critical for me since I am always on the go and answering a lot of emails from my phone.

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

Everyone in business needs to emphasize her or his personal "brand." But in an industry that is disproportionately represented by men, it's critically important for women to establish their specific ranges of expertise. The women brokers and property managers at HSP are, for the most part, already well-known in the commercial real estate space. But I am fortunate to be part of a firm that has traditionally encouraged women in senior positions.

What do you do like to do for fun?

The last couple of years I have gotten very into tennis and like to play whenever I have the opportunity. I enjoy the mix of a good workout with being competitive.

In one word, describe yourself:

Tenacious!