

Professional Profile

Suzy A. Reingold

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Suzy A. Reingold is an accomplished real estate executive and attorney, who, as Chief Operating Officer Tri-State at Cushman & Wakefield, was responsible for directing a large population of employees. Combining her strong leadership skills with extensive knowledge of the real estate, brokerage and legal industries, Suzy was able to exceed revenue goals, attract and retain talent, and influence change management. She is recognized for her skills managing diverse personalities in a complex and competitive environment, focusing on consensus building rather than mandating.

In 2014, Suzy launched her own sole proprietor consulting business, with a proven leadership track record. She is known in the real estate and legal communities as a clear and fair leader deserving of trust. Her consulting business focuses on dispute resolution, expert witness services, recruiting, career development, business consulting and team building.

As an expert in real estate matters, Suzy has been engaged by several litigators in a variety of cases: an owner being sued for a commission; a broker suing for a commission; a spouse claiming the value of a broker's business as a marital asset; two separate hirings by brokers involved in internal company commission split disputes; two separate hirings by brokers litigating against their prior firms.

Suzy is currently consulting for Rockport VAL, a real estate financial tech firm formed by Rick Trepp, taking on a lead marketing role.

Other recent engagements include the development and implementation of an entry level broker program at Colliers International in New York City. This program included the recruiting of new professionals, establishment of a two year training syllabus, and management of the program. Through education and hands-on guidance, it is believed retention percentages will increase as will the bottom line. After 12 months, the program's success led to Suzy's engagement by Colliers to assist with the establishment of the program in its Washington, DC office. Suzy also provides business and legal consulting to another brokerage firm, resulting in better and streamlined processes for that firm. Most recently, she has created and managed an entry level training program at Avison Young New York.

Prior to establishing her own firm, Suzy had a successful career as a leader at Insignia/ESG (acquired by CBRE in 2003) and Cushman & Wakefield, Inc. As ownership of each company changed, in her leadership roles, Suzy promoted integration at each, particularly after her immediate superior (and long term mentor) departed each company during these transition periods.

At C&W, Suzy provided leadership as chief operating officer for 350 brokerage professionals based in the firm's nine Tri-state offices, as well as individualized career development guidance for which she is well known. Suzy developed and implemented internal dispute resolution processes requiring assessment of complex fact patterns as viewed through different parties' eyes. She employed negotiating skills developed as an attorney and business leader. Suzy improved operating procedures with focus on the governance model and controls around all brokerage processes, driving change management, collaboration, team building and strategic projects; all of this was accomplished while operating within budget parameters, ensuring cost targets were not surpassed and revenue goals were exceeded. Through creating a better work environment, developing relationships and support of real estate events and industry sponsored charities, Suzy promoted C&W's brand and expanded its presence in the real estate community. As a proponent of workplace diversity, she formed and sponsored a women's business development group (Artemis), with a focus on internal and external networking, as well as community involvement with organizations beneficial to women. Suzy also was named as conflict of interest officer and diversity monitor in several C&W client assignments.

Suzy was able to provide oversight of budget restrictions following the 2008 recession, while driving revenue growth. She personally handled the implementation of several reductions in force, while continuing to recruit, retain and train. Individual career development is of great importance to her management style.

Before transitioning to broker management, while at The Related Companies, Suzy successfully introduced and provided credibility to a then unknown developer/owner to the New York City, Westchester County and Fairfield County markets, resulting in the lease up of a 2 million square foot portfolio during a very challenging economic environment.

Prior to her entry into the business side of the real estate industry, Suzy was a partner in the real estate practice group at the New York City law firm of Schulte Roth & Zabel where she specialized in commercial office leasing and was the first female partner of the firm.

Early in her career, Suzy participated on many industry boards. She continues that today as an active member and committee member of REBNY (General Members Meeting Committee and Arbitration Committee) and a member of ICSC. Since 1980 she has been a member of the Board of Commercial Leasing Institute at Georgetown University Law Center. She also is a member of the University of Miami School of Arts & Sciences Visiting Committee and a board member of Avenues for Justice (AFJ). AFJ is focused on assisting at risk children to find a second chance through coordination with the legal system. She received AFJ's 2014 Community Service Award, was a recipient of an award from The United Way of New York City – Women United in Philanthropy, and received a Teacher of the Year award from New York University Real Estate Institute. In addition to being the executive sponsor of Artemis at C&W, Suzy served on its board, consistently promoting diversity in hiring and retention.

Suzy resides in Manhattan.