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Entrepreneur writes of self-made city Realtor

Self-made Margot B. Weinstein has self-published a book of interviews with other successful self-made real estate types, including Sharon Young, chief executive of the Oklahoma City Metro Association of Realtors and president of its www.MLSGateway.com.

The book, "7 Steps to Find Your Perfect Career," published by Weinstein's Chicago-based MW Leadership Consultants LLC, is billed as "a practical career guidebook with interviews from very successful people."

And that it is. Weinstein, an educator and commercial property specialist, lets her interviewees carry the book, letting their personal stories shine.

Weinstein, who took part in the recent International Business Conference organized by the Realtors association, returned to college in 1990 after raising a family. Now she holds a bachelor's degree, two master's degrees — one in adult education and one in psychology — and a doctorate.

That experience gave her an eye for the self-made type. Over the years, she has interviewed a couple of hundred business people on what drove them to pursue greatness in their careers. She lets nine of them have their say in "7 Steps to Find Your Perfect Career."

Weinstein pegs the theme of each chapter to sub-



RICHARD MIZE
REAL ESTATE

jects' life experience. Young's story is part of Chapter 7, "Work Hard and Leverage Each Job to Create Your Perfect Career."

Knowing from whence advice comes makes it valuable.

After college, Young was an asset manager for Midwest Oil Co. Then she was personnel manager and "company negotiator" for Demco Inc., a manufacturer of valve assemblies. She worked as a plant manager for Grede Foundries Corp. She was an adjunct professor at Oklahoma City University.

Young opened her own real estate company in 1984, The First Place Realty, with offices in Oklahoma City and Edmond — at the start of the oil bust. Now, she is the top executive of the Oklahoma City Metro Association of Realtors and its award-winning Web site.

Young outlines the factors she considers when judging whether she, or anyone else, is striving for success. She illuminates them in the book, but they boil down to:

Be passionate about your work. Be present. Demand excellence of yourself. Be professional. Take responsibility. Provide customer service. Enter win-win relationships. Act like an entrepreneur. Be practical. Be flexible to change. Be a risk-taker. Learn how to build teams. Learn to work smarter, not just harder.

This is a fine little book of inspiration especially suited to people in the real estate business. It's available at The Realtor Store at the Metro Association of Realtors building, 3131 Northwest Expressway.

Others chapters and stories:

Chapter 1, "Organize," features Ruth Theobald, president of TheoPRO Compliance & Consulting Inc., a real estate practitioner, educator and author in Milwaukee. Chapter 2, "Examine Your Talents," features David Leeds, a marketing manager for Allstate Insurance in Chicago who returned to college to complete a bachelor's degree in his 50s.

Chapter 3, "Learn About the Field," features Jennifer Ames, who holds an English literature degree from Yale University and has been in the real estate business in Chicago since 1994. Chapter 4, "Educate Yourself in Your Field," features a twin bill: Shandra Findley, co-owner of Findley Apartments and a substitute teacher in Las Vegas, and Nancy Suvarnamani, a Century 21 owner with two master's degrees and stacks of professional designations.

Chapter 5, "Start a Career Plan," features Patricia Choi, president and principal broker-in-charge of Choi International in Honolulu. Chapter 6, "Put Your Plan into Action," features Steven Good, chairman and chief executive of Sheldon Good & Co., a top property auction company in Chicago. (Chapter 7, Young.)

Chapter 8, "Putting it All Together and 'Enjoying the Journey,'" features Peter Linneman, principal of Linneman Associates and professor at the Wharton School at the University of Pennsylvania.

For more info, go to www.drmargotweinstein.com.

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