English rose blossoms in the Big Apple

Rebecca Mason, executive director, Caran Properties
AREW president

Rebecca Mason that New York real estate was the career for her. Interested and executive director at Caran Properties Realty, she continues to build her career where it all began, while building on the momentum of the Association of Real Estate Women (AREW), where she serves as the 2009-10 president of the organization. A native of England’s countryside, in a town of about 500 people, Mason boldly moved to New York through an international business program at Oxford University.

New to America, she did have the support of 50 other girls in the program also making the trip to the U.S. from England.

That’s the benefit of being with a small company—you get to do a little bit of everything...there’s always something different,” Mason said.

She quickly went to work as Caran founder Sherry Frankel’s receptionist and assistant. She was hardly settled before she knew this was the employer she wanted to stay with.

Mason, who was a 10-year member of AREW and its latest president, knows a thing or two about growth. As principal and executive director at Caran Proper sponsorships and membership, she’s eager to keep the momentum going. “We d n e s d a y, Ju l y 22, 2009

She’s also been recognized by AREW as one of the engaging speakers. For the upcoming year her AREW goals include she assists many international events and luncheons that feature topical themes and opportunities and continuing to carry out successful events and luncheons that feature topical themes and engaging speakers.

As the first new president since it was announced in 2009, Mason expects 2010 to be a year of change but not too much. Mason feels the market will pick up again soon. While prices won’t return to pre-recession levels overnight, she’s also confident that they will eventually return to what they were two or three years ago.

“This is the real sign of a recession we’ve had, but this kind of market excites me,” Mason said, meaning she believes brokerage is too easy for someone just starting out.

“It’s really a thing about going back to basics. You have to serve your clients,” Mason said, meaning she believes brokerage is too easy for someone just starting out. When asked if she had or would ever consider switching careers, Mason said, “Not really, but... maybe. It’s a possibility.”

Rebecca Mason, executive director, Caran Properties
AREW president

And, as a 10-year member of AREW and its latest president, Mason knows a thing or two about growth. Taking the helm after a year that saw record-setting investment. “Winning that was valid for me, for the hand I had been dealt...I guess I’ve always felt I had been swimming upstream,” Harkov said. But his discipline—he learned while touring the opera world is one reason he believes he’s held up stronger than in today’s market. Coming from a background where he had to self-manage his singing career has helped Harkov adapt to real estate, he said, citing the independent nature of the brokerage business. But with that also came added responsibilities and challenges.

“I’m not the type of person who can be tied down to a desk all day. In that sense, it really fits my personality,” Harkov said. “But there’s also a downside to it, too. There are no paychecks, there are no benefits, there are no paid vacations, and my Blackberry’s going off seven days a week!”

Harkov, who continues to expand upon his industry knowledge through residential and commercial real estate finance courses at New York University, says the bulk of his business today stems from first-time buyers, though he’s starting to see evidence of higher-end activity return to the market once again. He’s seen a lot of first-time buyers with his new, on-sight property near Chelsea Piers. He currently resides in the Williamsburg section of Brooklyn.

REAL ESTATE PEOPLE

A former opera singer finds that real estate is his specialty area