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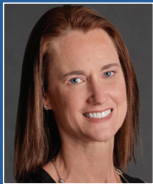
WOMEN IN BUSINESS

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WOMEN IN BUSINESS

A Q&A with Natalie Madanick, VP of Commercial Business Development at NITA
“I don’t sell title insurance. I sell myself, building trust and relationships every step of the way.”

What is your current position?
 As Vice President, Commercial Business Development, my primary focus is to build the National Integrity Title Agency (NITA) brand in the commercial space. Our reputation as a force of change in the residential market is well-known. By leveraging NITA's advancements in technology and processes with our personal approach and community ties that as a midsize, we are well-positioned to make a mark.

How do you manage the work/life balance? Honestly, I'm on a hamster wheel like so many others. However, over the years, I have learned to say “no” more and surround myself with like-minded, very supportive people. My weekends are not built around escaping my life during the week. Instead, I design them in a way to recharge my battery.

What impact has social media/networking had on your business? I always say, “I don’t sell title insurance. I sell myself.” People can smell a salesperson a million miles away. I’ve learned that being a “connector” has helped me to genuinely help others grow their business. Investing in others, earns trust. That trust is the foundation of longstanding business relationships whether these connections are shared while networking in person and/or online.

What unique qualities and/or personality do you feel makes you most successful in your profession? To me, the fact that no two people are the same is what makes every day so great. I realize that I’m not everyone’s “cup of tea” but anyone who knows me all agree – I am authentic. You get the “real” me – every single time. Combine this with genuine caring and fearless drive have helped me succeed at each point in my career.

What challenges and/or obstacles do you feel you needed to overcome to become successful as you are today? Being successful takes a lot of juggling and time can be easily wasted. Every single month I take a breath and ask myself... “Where am I spending my energy? My time? My employer’s (in this case NITA’s) money?” Is it well balanced?

Tell us a little about your family: I’m a single mom of two

Natalie Madanick
 VP, Commercial Business Development

Years with company/firm: 2
 Years in field: 2
 Years in real estate industry: 2
 Real estate affiliations: Co-chair of the “Everything Real Estate Group” at the Pyramid Club, board member of the Voorhees Business Association, co-founder of the Tier One Network, member of NAIOP Greater Philadelphia’s strategic expansion committee, and former co-chair of the Jewish Federation’s Real Estate Professional Network.



teenagers. It’s a hormonal hot-box in my household, so I’m just keeping it real. My first day on

the job at NITA, our CEO told me, “kids come first.” I never forgot that. It reassured me

that this is someone who gets it. **What outside activities do you enjoy during your free time?** I used to own a holistic health coaching company for seven years. That’s likely why I value and stay true to my wellness routine. From infrared saunas and red light therapy to weighted vest walking, I’m always keeping up with the newest trends.

What inspiring word of advice would you give to a young woman about to go into the field of CRE or your allied field? This industry is not lacking in people.

That’s for sure. Key is to figure out: who you are and who you are in this business role. Where do you fit and stand out from the rest. Then you brand yourself accordingly.

Natalie Madanick is a seasoned business development professional with a primary focus on the commercial marketplace. Deeply engaged in the region’s real estate community, she puts her entrepreneurial experience to work, implementing new target initiatives, developing strong client relationships and providing high-level, dedicated service. **MAREJ**

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