



NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
NORTHWEST FLORIDA CHAPTER
We **are** commercial real estate

August 2015

Member Spotlight



Edie Mason

Commercial Sales and Leasing Associate
Neal & Company, LLC

NAIOP NW FL: Membership Committee (2014-2015), Golf
Committee (2014-2015), Board Member (present)

Pick up the phone! Quality communication through phone and in-person conversations creates lasting relationships in today's world where emails and texts are the norm.

Do you have any hobbies?

Tennis, swimming, and fishing

What are you passionate about?

Health and nutrition, and of course my wonderful children.

If Hollywood made a movie of your life; who would you like to see play the lead role as you?

Cameron Diaz- she's always smiling and making people laugh.

What 3 business tips can you share with others?

- Be persistent, yet patient.
- Providing prompt responses is paramount to professionalism.
- Pick up the phone! Quality communication through phone and in-person conversations creates lasting relationships in today's world where emails and text are the norm.

What are some of the benefits you have gained from being a member of NAIOP?

I have gained invaluable knowledge from listening to respected leaders in the community through the monthly Chats and other events the Chapter hosts. I have also enjoyed creating strong business relationships with others in the local commercial real estate industry.

Biography:

Edie began her career in real estate in 1998, and is a licensed Sales Associate in Florida and Alabama. She joined the Neal & Company team in 2014 as a Sales and Leasing Consultant. She obtained a Bachelor of Science degree from the University of Florida and is a proud third generation Florida Gator. Previous to her position in commercial real estate, Edie obtained experience within the commercial insurance industry and reached the top 5 of sales associates in her division with a national pharmaceutical firm. Edie is a lifelong resident of Northwest Florida and enjoys an active life on the coast with her two beautiful children. She has served as Assistant Coach for her son's school basketball team, and volunteers actively with her children's school and church.