

**Heather G. Suarez, Esq.**  
Walder, Hayden & Brogan, P.A.

5 Becker Farm Road  
Roseland, NJ 07068  
T: 973.992.5300  
F: 973.992.1006

[hgsuarez@whbesqs.com](mailto:hgsuarez@whbesqs.com)  
[www.whbesqs.com](http://www.whbesqs.com)



## ICREW NJ Member Spotlight

Q: How did you get involved in your business?

A: I attended Rutgers University Law School in Newark. In June 1980, I started as a summer associate with the firm. I worked during law school, and after graduation, started with the firm in August, 1981. I worked with Joel Sondak, Esq., whose concentration was on handling real estate and corporate matters. Mr. Sondak was a wonderful mentor, and encouraged me to concentrate my practice on real estate, corporate and commercial matters. When Mr. Sondak left the firm in 1992, I found myself in charge of the firm's real estate, corporate and commercial practice, a position which I continue to hold today. After 30 years with my firm, I continue to love helping our firm's clients on a daily basis.

Q: What are the positives & negatives about your business?

A: The positives are that I am able to meet intelligent, hard working and dedicated business people, and am able to help them achieve their real estate goals, whether selling or buying a building, documenting financing, handling lease negotiations, representing land use applications, or the myriad of real estate related matters which face New Jersey businesses every day. The negatives in my business are that sometimes others have their own agenda. People forget that it is not about them, but rather, about getting the job done for the clients.

Q: What do you do in your spare time?

A: I am a board member of Executive Women of NJ, a board member of the National Assoc. of Women Business Owners NJ Chapter, a member of the NJ State Bar Assoc. Board of Consultors for the Real Property, Trusts and Estate Section, and a member of the Essex County Bar Assoc., Real Estate Section. Notwithstanding all of these boards and memberships, I still find time to go shopping and find colorful treasures to add to my wardrobe collection.

Q: How have you & your business benefited from ICREW NJ Membership?

A: Quite simply, being a member of ICREW NJ has increased my business and that of the firm. ICREW's mission has helped me in my practice, and has resulted in a number of new matters, and new clients for our firm.

### 3 Business Tips:

- DON'T BE AFRAID TO TELL PEOPLE WHAT YOU DO**  
The worse thing is to learn from a friend or colleague that they just made a referral to someone else in your industry because they did not know that you did what they needed.
- BECOME A RESOURCE**  
By helping someone else to answer a question, or make a connection with someone else on their behalf, they are likely to know someone who needs your services.
- BRAND YOURSELF**  
The days of sitting in your office and doing a good job are long over. You need to "brand yourself" so that those around you understand your niche in the market and will call upon you when they need your services.