

FIRST FEMALE BLACK BROKER BREAKS FROM REAL ESTATE TO BUILD BRANDS

BOSTON – JUNE 11, 2010 — Monica Cost recently announced her move from commercial real estate to running her communications and brand firm full time. Cost was the “first Black female commercial real estate broker in Boston for any major real estate firm and the first Black broker for the firm’s New England Area. One might attribute her entry into the brokerage game and successes thus far to a positive personal brand.

“Having been in a white male dominated field, a transplant from Philadelphia and a non-traditional pick for a downtown brokerage team, it was critical for me to sell myself appropriately and to build relationships”, says Cost. The Dale Carnegie Institute performed a study where the results showed that 85% of getting, retaining and advancing in a career depends on people skills and 15% on technical skills and knowledge. Brand matters.

“The unfortunate thing is that most people don’t know how their or their company is perceived or what their brand is; therefore, they are unaware of the reasons they miss out on opportunities”, says Cost. Personal brand has become increasingly relevant over the past 15 years with the introduction of social media. Brand is more than how people describe you. Cost says that it is comprised of a few things; namely, appearance, communication and character.

Cost is now assisting entertainers, athletes, corporate professionals and organizations in building and communicating effective brands through her company, Evidently Assured. Those struggling to secure opportunities, get promoted, develop business and maintain relationships need first to look at their brand. Cost says “Our brand is the promise we make to the world about what we stand for.” One’s brand travels without them and remains when they are gone.

On working with Cost, Kevon Edmonds, solo artist, former lead singer of R&B group After 7 and client of Evidently Assured says, “having been away from my fans for 10 years, I had to rebuild my brand and find meaningful ways to communicate with old and new fans. Monica has helped me to do just that.”

About Monica Cost

Monica is a communications strategist, brand manager and respected speaker. She has over 15 years of brand development and communications experience. For more information, log onto www.evidentlyassured.com or www.facebook.com/monicahairstoncost.

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