

Dear Ilana, knowing you for so many years we do continue admiring your energy, your motivation, your wonderful personality and your ability to achieve your targets no matter what... I met with you today and spent 3 hours with you at your office: your phone does not stop ringing, you answer your emails and SMS-es every 5 minutes, you have one enquiry after the other - it never ends... I noticed you reply to your messages in a very professional manner; you are very polite and patient with your clients even I hear when they ask you some quite simple questions: you have time for everything and everyone... It also looks like you never take a rest and you never get relaxed... Your enthusiasm inspires many people around you with your driving force and marvelous business ideas. I am not surprised you have lots of awards for your work. What are your secrets when it comes to keep an interest to life in general and to always be on your tip-toes?

Currently you work in real estate, but I believe it does not matter where you work it matters more who you are and how you feel about what you do in life: your work can be anything, but your work is not YOU. Your relation to the purpose in your life makes a big difference and takes you either under the water or keeps you "on the wave" so to speak... it keeps you surfing high... Please tell us a little bit about yourself...

Q1. How did you learn your skills as a successful sales person in real estate so even "big boys" (meaning experienced real estate gurus) respect you on the market?

IM: I am doing it naturally with no visible effort. I was in the sauna once and I overheard a conversation of two young gentlemen (one of them was of Israel origin and they both talked Hebrew that I also speak fluently). One of them was telling the other that his real estate agent just wasted his time and he did not sell his house and that he needs to leave the country urgently. I turned around and I said in Hebrew: "I can sell it for you" We went to his place after taking a shower (I always keep very important documents in my car), We signed the contract on the spot; in three weeks his house was sold very easily.

Q2. How long have you been in your business?

IM: If we count my experience before moving to Australia then all together it will be 20 years.

Q3. How would you describe your achievements?

IM: I love them!



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Q4. What inspires you the most in your profession and in life generally?

IM: I am lucky enough in life to do what I like and I receive money doing what I like.

Q5. What is your favourite time of the day or better to say what is your favourite “atmosphere of the day”? What day makes you feel better?

IM: I wake up very early, and as I am a very positive person, I create a very special atmosphere for myself...  
positivism...

Q6. How long did it take you to achieve what you achieved in life?

IM: There are 10 years passed, but I am still on my way and have grand plans.



Q7. What challenges do you see in your profession and life success in general?

IM: Individual approach to every single person and being in "social aura".

How do you share your time between a successful business woman with your family life, your daughter and your grandson, your partner?

IM: I assist my daughter in every possible way; I spoil my grandson when I have time for him. I would love to spend more time with them all. I help my parents too as I go; my partner is very helpful and I am very grateful for his support.

Q8. Does your success help you or does success stand in the way of your progress as a talented business woman?

IM: I believe it helps me as people get attracted to success.

Q9. What was your most memorable time of your business career and why?

IM: Perhaps now is the best time of my life, as I am collecting the "crop" from the previous years of hard work.



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Q10. What is your favourite part of the business how work makes/creates you as a person?

IM: Creative process includes not only the aspect "how to sell" but how to assist someone who was dreaming of a particular house or apartment and he/she is keen to find something that suits his/her needs.

Q11. How do you manage to always look so well: you never allow yourself to have your hair undone, or so to speak to look "ungroomed"? You always have the best outfits... How do you find the time for all of this being so busy?

IM: I am trying my nest to spend time on professional hairdressing, manicure and massage; sauna and swimming pool are also fit into my regular schedule; I also spoil myself with new outfits quite often. My time is scheduled precisely and I always plan what I do.

Q12. What is/was your most interesting project in business?

IM: I have way too many business projects; I like every project in its own way. If I do not like some particular project I will never take it. For example my favorite one now is a new property development in St Kilda Road. I fall in love with it so much, it is a unique opportunity for me to express my self as the project is very interesting... There is one thing I

have to say: this development is second to NONE! It is one of a kind as there is nothing even close to this one in St Kilda. It was even called "St Kilda Icon". I sold 25 apartments (NM: this number is growing every day so might get changed by the time we publish this article) so far in one month and I continue selling them, people come and they buy!



Q13. What makes you smile/laugh?

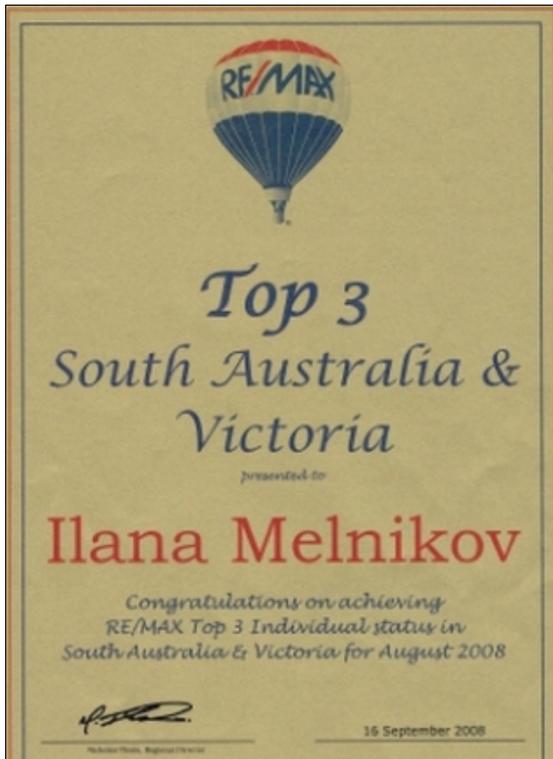
IM: Most likely I was born smiling.

Q14. What were your first thoughts when you decided to take a career in real estate business?

IM: I think it's my style of life; I could not work for a salary, it would be boring and uninspiring, I like to risk and I adore winning – it is totally me! There is one example with one project that I was selling: I saw a big potential there, I risked that I could sell it and I suggested: I would pay for all expenses on advertising and the builder would pay me upon the results of my sales. It was my risk, I challenged myself. I spent \$20,000 on promoting the project and I got \$120 in return! I like winning the game situations in life, it s like like gambling and I like sharp feelings I get from it: Famous Voltaire used to say that we need to do things that bring us pleasure, that make us feel free. I love his words and I continue following his ideas!

Q15. Who inspires you the most in your work? Your family? Is there any business figure or may be a famous business man/woman who is inspiring you the most and you would like to be "as him/her"?

IM: I collect quotes and inspirational sayings of great people who achieved a lot in life. I find lots of life essence in their words that suit me and that I like to follow. There is one of my favorites: "Choose the work that is a delight for your soul and you will never work one more day in your life..." (Confucius) "I will be doing today something that many people will not be doing that is why tomorrow I will have something that the others will never have" (Randy Gadge) Do you remember that Titanic was built by professionals but Noah's Arch was built by an ordinary person. I am the same: I find new ideas and I implement them and make them real! BTW, I have something special for all my clients: when they buy a property from me they also receive a sweet surprise - a sweet cake from Katya's cakes bakery in the shape of their new home.



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Q16. Our readers would be happy to know what is happening with the real estate market at the moment?

IM: It is clear for me that Melbourne's housing market continues to recover.

How do they invest? How do they spend their money? Is it a safe way to invest in real estate now? What are your personal recommendations?

IM: I will be happy to enlighten my readers while meeting them personally and explaining to them what the current real estate market situation is. The other way is to attend my seminar that we hold regularly at my office:

[South Yarra Corporate Centre.](#)

[Level 1/122 Toorak Rd.](#)

[South Yarra,](#)

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[ph: \(03\) 9938 1212](tel:(03)99381212)

[0411604087](tel:0411604087) and we will arrange a meeting

Q17. If not a business figure whom would you be instead? What is the second choice in your life/career?

IM: I would be a good public relation person, I like this aspect of life, and it is a complex science how to achieve harmony by mutual understanding of both sides and having as a result both sides winning feeling of balance .

Q18. What talent would you most like to have apart from the ones you already have?

IM: I like to receive guests, I cook very well and I have my own signature dishes. I have a strong feeling and intuition when I have to appear in my friends' lives and help at the right moment and at the right place.

**Q19. Is there something that you are still learning?**

IM: English :o)

**Q20. Which five words would your friends use to describe you?**

IM: Natasha you are my friend, please reply to this question...

**NM: Ok, I will try... Fire-dynamite, very smart, super-girl radiating energy and perhaps deep inside: very gentle and sensitive too...**

**PS. Just when we were publishing this article Ilana called with an excellent news - her work was mentioned in the latest Financial Review newspaper release. There is a pdf document attached and another interesting document for our overseas readers on buying property in Australia - all for you to read:**