
CENTER FOR REAL ESTATE ALUMNI PROFILE: ALEXANDRA IONESCU

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Alexandra Ionescu, 25, has only three months experience as a commercial real estate broker, but she has known for a while it's what she wants to do.

Ionescu moved from Romania to Portland 17 years ago after her father was offered a job in the area. When she began taking courses at Portland State University, she was immediately attracted to the real estate finance program, and in 2008 she received her undergraduate degree.

After spending about a year with U.S. Bank, Ionescu in September began working at NAI Norris, Beggs & Simpson.

DJC: What do you hope to build or accomplish during your career in this industry?

Alexandra Ionescu: I hope to build long-lasting relationships with clients and help them gain a competitive advantage in their markets ... and make successful, profitable decisions regarding the real estate they operate their businesses out of or the real estate that they acquire.

DJC: Why did you choose this field? What drew you to it?

Ionescu: I wanted something very practical and dynamic, something that I could get really involved in with clients and be on the forefront of the market. I think it's fascinating how many cycles there are in commercial real estate and real estate altogether. I thought it would be great to be a part of it and be active in the market and the community by helping people shape their decisions.

I come from a hardworking family, so I have always been motivated by something I could get engaged in. Some people want the 8-to-5 that they can forget about. I wanted something more involved.

DJC: What sort of mentoring did you have during your time in school or thereafter?

Ionescu: Portland State University had a fantastic mentor program. Through that I met Steve Edelman, the founder of Greenwing Companies in Southeast Portland. I've maintained contact with him over the years, so that has been a successful relationship. Aside from Steve, I am doing a mentorship with Jeff Borlaug, the director of brokerage in our office.

DJC: What do you think needs to change in your industry and how it does business now that your generation is coming in?

Ionescu: What's changing and what's allowing all the change is obviously the technology. I think, going forward, we can use it to provide our clients, or anyone else we interact with, with faster answers and more accurate information. At the same time it will be important for us to make sure that we don't become obsolete in our profession, because it can be very easy to remove ourselves from the personal relationships.

DJC: Has anything surprised you about the industry since you've been in it?

Ionescu: I haven't been completely surprised by anything. But the downturn stayed with us longer than I thought it would have. When I first got involved on a professional basis was in 2008, when things first started to go bad. How long it has taken to bounce back has been surprising. But at the same time the amount of optimistic people out there has surprised me as well. The volume of transactions obviously hasn't been the same as in the past, but people are still optimistic. This is the body of the paper. ■