

Icon Awards 2020

Cindy McDonnell Feinberg, CCIM
Principal, Feinberg Real Estate Advisors, LLC

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After a quarter century working in high-tech, Cindy McDonnell Feinberg, decided seven years ago to set off in a different professional direction, launching Feinberg Real Estate Advisors, LLC, a commercial real estate firm based in Allentown with her husband, Gregg. And, she couldn't be happier.

"For almost 25 years I was working for hardware and software firms," she says. "I was traveling extensively and felt I needed to get off the road and to find a career that would allow me to concentrate my efforts on the Lehigh Valley. I focused on getting my commercial real estate license, since commercial real estate was something I believed would allow me to use my sales and project management skills.

"I love the field. I find it to be challenging, innovative and for the most part very collaborative in nature. It's continually evolving, which allows me to keep my personal pledge to be a lifelong learner," she adds.

Feinberg said the best advice she's ever been given came from her father: "My dad always said, 'the harder I work the luckier I get.' In my younger years I may have taken that literally, but as I contin-



ued to keep that top of mind I realized it was much more than the words. It's having a solid work ethic, being involved in the community by offering your time and capital, having a positive outlook and maintaining your commitments to family, friends, clients and community."

Looking to the future, Feinberg says she hopes the Lehigh Valley will see more of the same from her young business. "Over the years we have had a wonderful group of clients and we have had the opportunity to help them generate wealth through buying and selling properties," she says. "We hope to help many more clients with our commercial real estate expertise."