

# Executive Women in Business

Jennifer R. Thesing-Sauder, CPA, The Thesing Companies

## Always remain honest to yourself, your family, and your employees

Jennifer R. Thesing-Sauder,  
 Founder, President  
 The Thesing Companies, Power Sweeping Inc.,  
 Property Services LLC  
 Years with company/firm: Since 1988  
 Years in field: 25 Years  
 Years in real estate industry: 25 Years  
 Real estate organizations / affiliations: NAHB/  
 BLSJ/NJBA/UTCA/SNJDC/SNJBP/SNJLA/  
 SIMA/1-800SWEEPER



### What was your greatest professional accomplishment in 2012?

The greatest accomplishment in 2012 would have to be the opening of our new division for our Property Services aspect of The Thesing Companies. Aside from our Street Sweeping services that we provide, we have expanded into a 'Full Service Property & Facility Maintenance' provider which includes Pressure Washing, Landscaping, Snow and Ice management, Seal Coating, Line Striping, and more! It's exciting to witness the vision we have had for the past year unfold before our eyes. We have been blessed with a talented team of staff, estimators, crew

and operators. Moving forward into 2013 is even more exciting for us considering the new list of property management companies and private sector work that we have already contracted for.

### What was your most notable project, deal or transaction in 2012?

That would be a tie between new equipment that has been purchased as we expand our services, and our newest location that we have recently moved into!

### How do you contribute to your company and / or the industry?

I am an active member and executive officer at The Builders League of SJ, as well as the Vice President of Associate

Affairs. BLSJ has afforded me the opportunity to form lasting relationships, both personal and professional, among our Builders and Associate members. BLSJ is a trade association consisting of professional builders, developers, remodelers and associated businesses in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties, BLSJ is committed to promoting balanced solutions for solving New Jersey's housing needs while planning for preservation, environmental protection and economic growth.

### What advice would you give to women just starting out in commercial real estate?

My advice to anyone, in any industry, would be to always remain honest to yourself, your family, and your employees. The quick, short path of least resistance will inevitably turn back around and bite you! Yes, the old saying: 'What goes around, comes around' is true! Never 'burn a bridge!' Long, lasting relationships do not unfold overnight, it doesn't matter if the relationship is personal or professional, continue to be honest, work hard for what you want to accomplish, stay true to

your course, surround yourself with like-minded peers, put your family first, and everything else will fall into place.

### How do you manage the work/life balance?

With Balance! My husband and children always come first in my life, because without them in my life, I would have no life, love, or joy. There would be nothing to work- for if it weren't for them! No matter how stressful, or what sort of misery crept in during the work day, once I walk in the door at night I put it aside. Besides, does anyone really think an 8 year old cares about the kind of day you had at work? All that matters to THEM is YOU!

### Who or what has been the strongest influence on your career?

I give thanks to God, and my family! My husband Doug has always supported and encouraged me, which is a great thing considering we work together! My father has always been a source of trustworthy, loving, supportive knowledge and wisdom as well. There is one more person, and the funny thing is he probably has no idea but I am thankful for the friendship, advice,

and inspiration given to me by Winfield Ziegenfuss, Jr. Family, friendships, and role models have influenced my career, and the paths I have chosen, and continue to do so. I am thankful everyday for all of the good, honest, amazing people in my life.

### What impact has social networking had on your business?

Lately I have been so busy with work that I have not had any extra time to blog or update our website. I have found that LinkedIn is a very useful site for making connections and obtaining opportunities. Social networking is a must as far as keeping yourself relevant and ahead of your competition. However, I feel that Facebook can potentially do more harm to people than good when it comes to career opportunities and first impressions. If you are a young person who is just starting out in your career, do yourself a favor, avoid Facebook and the temptation of posting your personal pictures on it, and for God's sake, Keep your email address REAL SIMPLE and BASIC. EVERYTHING YOU SAY AND DO on the internet is a reflection of you. ■

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