

SUCCESSFUL WOMEN IN BUSINESS

Margo McDonnell, CRE, CES®

Margo McDonnell, CRE, CES® is the President and Chief Executive Officer of 1031 CORP. in Collegeville. Since 1991, 1031 CORP. has served as a Qualified Intermediary (QI) offering 1031 like-kind exchange services to help investors and business owners nationwide defer capital gains when selling and reinvesting in business use or investment property. She joined the Company as a sales person in March 1994 and that August assumed the helm. In 1996, she was named President and Chief Operating Officer. Over the next decade, the Company enjoyed significant success under her leadership.

1031 CORP. was an affiliate of a regional title underwriter and the entire family of companies was sold to a national underwriter in 2004. Business remained strong for a few years before the economy and the real estate market slowed down. While weathering the Great Recession and an 80% decrease

in business, McDonnell, along with longtime co-worker, Sue Umstead, and Company founder, Bill Cotter, bought the Company in 2010. For the first time, the Company was independently owned and could make decisions that were best for the company and its clients and not just its shareholders. The 19-year-old "start-up" pumped up its sales and marketing efforts and invested in technology at a time when its competitors were sitting idle. The following year, 1031 CORP. acquired two competitors; one in Media, PA and the other in Westminster, MD. Their boldest move came in 2014 when 1031 CORP. acquired another competitor – in Bend, Oregon. That Pacific Northwest operation now has a team of three and the Collegeville office has grown to twelve.

McDonnell is a member of the Counselors of Real Estate (CRE) and a Certified Exchange Specialist® (CES®). She has been involved in thousands of exchange transac-

tions of various size and complexity involving real and personal property assets, including delayed, reverse and improvement exchanges. Margo is a respected author and speaker and regularly presents seminars and continuing education courses nationwide to educate investors, business owners and their advisors on the benefits of 1031 like-kind exchanges. This is one of her favorite parts of her job.

McDonnell's extensive work on behalf of the 1031 exchange industry includes spearheading efforts to launch a national certification and continuing education program for exchange practitioners and serving as founding chair of the Certified Exchange Specialist® (CES®) Certification Council of the Federation of Exchange Accommodators (FEA), the national trade association for exchange practitioners. She also served on the Board of Directors for the FEA from 1997 – 2008 and again since 2011. She is also a past president of the FEA and currently serves on several committees. In 2003, she was presented with the first ever FEA President's Award and in 2008, she was honored with "The Margo McDonnell Certified Exchange Specialist® Perpetual Award for Outstanding Service" by the CES® Certification Council.

She recently served on the Board of Directors of the Suburban West REALTORS® Association, (SWRA), the largest REALTOR® association in Pennsylvania, and serves on the Advisory Board of their Commercial Chapter.

One of McDonnell's top priorities for 1031 CORP. has been to build a strong Exchange



Team capable of providing the knowledge and expertise to be a trusted partner to their clients and/or their clients' advisors. "Our efforts are not driven by earning the business but ensuring our clients are doing what is best for their particular situations. I am blessed to have a team of extraordinary professionals that strives to provide our clients with a superior exchange experience. They exemplify the philosophy of the company and our team is committed to our valued clients and the success of their transaction as well as to their fellow team members. There is great camaraderie and this significantly contributes to the Company's success," stated McDonnell.

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