

ADVICE

Joan Rogliano

Broker/owner, Rogliano Real Estate Group;
founder, The Wildflower Group

■ **"Truly listen and then ask questions."**

"I find so often, particularly in my business, that you have to really be a detective to figure out what it is people are looking for," Rogliano said. "Really listening is important because sometimes we think we know what people are trying to say, but that's not what they're saying at all."

Rogliano has found this advice to be particularly helpful in her work with The Wildflower Group, an outreach program that helps widowed or divorced women with their financial choices.

"A lot of the women are frightened, and it really helps defuse a situation if you say, 'Tell me more about that,'" Rogliano said. "It's so enriching."