

Business Journal Names 40 Under Forty Honorees

Deborah Vannelli

*Director of net-lease sales
Upland Real Estate Group Inc.*

Age: 38

Hometown: New London/Spicer, Minn.

Family: Husband, Tony; and two daughters, Morgan, 7, and Luca, 5

In the six years that GE Capital recognized the top 15 GE brokers in the nation, Deborah Vannelli made the list five times. Though just 38 years old, her sales volume makes her one of the nation's top brokers. In 14 years at Minneapolis-based Upland Real Estate Group, Vannelli has sold more than 475 single-tenant net-lease investment properties, exceeding \$1.5 billion in value. In Minnesota alone, she has sold more than 140 net-leased investment properties, totaling \$400 million.

Last year she worked with the Minnesota Commercial Real Estate Women (MNCREW) organization and the University of St. Thomas in St. Paul to host UCREW. The event provided real estate majors with networking and educational opportunities with a variety of real estate professionals.

D— Rachel Keranen | staff writer

If you weren't in your career, what would you be doing? Living in Italy and selling real estate throughout Europe

What gets you excited about coming to work? Putting deals together and working with friends

What's your biggest achievement? Personally my proudest accomplishments include being married for 10 years and my two wonderful daughters. Professionally my proudest accomplishments include representing a local investor/seller on 24 transactions (He is still my No. 1 client), having the honor to work with Keith Sturm (owner of Upland) for 95 percent of my career and being a past President of MNCREW.



What's been your biggest challenge? Definitely balancing time between family and work. I love both and have learned that quality time with my family is more important than quantity. Upland is a great company to work with and allows flexibility so I'm able to rearrange my schedule to attend events for the kids and volunteer serving lunch from time to time.

What's the best compliment you've ever received? Several clients and co-brokers have stated they enjoy working with me due to my positive, upbeat personality and ongoing persistence.

What's your favorite weather? 80 degrees and sunny

Name something you thought was cool, then thought was lame and now think is cool again. My parents. As a kid you look up to your parents and think they have all the answers, as teenagers they don't appear to know anything and only embarrass you, and from the college years on they not only have the wisdom needed but become your closest friends.

What's an accessory you're never without? iPhone. I love the ability to attend events for the kids and be able to respond to deals at any time.

Where can you be found online? For business, LinkedIn and Twitter. Personally, I'm not online but instead spending free time with family and friends.

Best quote or thought you've heard in the past year. "Live your life in the manner that you would like your kids to live theirs." – Michael Levine

What is your favorite song? "Smile," by Uncle Kracker. After a tough day, this is a great song to listen to and dance with my daughters.

Any hobbies? Enjoy spending time at our cabin or any lake with family and friends, attending hockey games, kids' sporting events and trying out new restaurants

What's your five-year plan? Continuing to do what I love, selling net-lease investment properties nationally and spending more time traveling with my family

The Business Journal released its 40 under Forty list of the Twin Cities' 40 sharpest, most successful professionals under 40 years old Friday. A record number of Minnesotans were nominated this year but not all made the cut, said Managing Editor Mark Reilly. "If we have 41 dynamite candidates, and we had many, many more than that, then some very deserving nominees won't get picked. And they weren't," he said. The honorees are profiled with Q&As in a special section of the Minneapolis/St. Paul Business Journal, published Friday, as well as in a special online package. Those who were selected join an elite membership of up-and-comers. March 28, 2011