

For Company President Dawn Dyer, Attitude Is Everything

Dyer Sheehan Group, Inc.

Dawn Dyer has never climbed Mount Everest or competed in the Tour de France. But after knowing her for just a short time, you sense she could overcome any challenge – including these – and achieve any goal. She's that positive, that dynamic, that persuasive.



"It's all a matter of attitude," she says. "We can't control what happens to us; we can only control our reaction to it."

Dyer's reaction to a divorce, at age 26, was to embrace a new career in real estate. "I chose real estate because it's something I really believe in," she says. She quickly became a top-producing agent, while raising two young children on her own.

Today, Dyer is president of Dyer Sheehan Group, Inc. (DSG), the real estate consulting and brokerage firm she co-founded in 1997. She's also a sought-after speaker and author on a wide range of real estate topics.

DSG offers a unique menu of real estate services, including market analysis, development consulting, expert witness,

and brokerage of land and apartment buildings, to private investors, national home builders and public agencies (including cities, school districts and the University of California). "We treat our clients' assets as if they were our own," Dyer says. "That's something we take very seriously."

Dyer credits her firm's success in large part to its emphasis on "community engagement early in the process. This results in better quality projects and neighborhoods that resonate with local priorities and needs."

Dyer also believes in giving back to the community. Even with all her professional and personal responsibilities, she finds time to volunteer her expertise on behalf of a number of charitable causes, many of them focused on expanding the availability of housing choices along the pricey California coast. Dyer is the "Founding Mother" of the Ventura County Housing



Trust Fund, a multimillion-dollar revolving loan fund for the creation of affordable housing. She also helped develop a new Boys & Girls Club, and is credited with helping to create a new Veterans Home in Ventura, California.

Choose Well and Excel

Though she makes it all sound easy, Dyer's successes have been hard won. She has overcome a variety of personal and professional challenges, fueled by her belief that adversity and setbacks are a part of every life, and her determination to continually move out of her comfort zone. "I have always understood I must take responsibility for my own life and career," she says.

Her advice to others seeking to emulate her success: "Choose well and excel. The key to success is doing something you believe in and becoming an expert." And, of course, "Attitude is everything!"



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