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2019 Women in Real Estate: Sheryl Starr, Bernkopf Goodman LLP

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Sheryl Starr

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What is the best advice you have received, and who was it from? The best business advice I ever received was not actually advice given to me, but was the result of overhearing a conversation between two friends. One friend was telling the other that his wife, who is a physician, had received numerous letters over the years from her patients thanking her for her help with their medical conditions, but more importantly, for listening to them, and working collaboratively with them to find solutions. I often think about that conversation, and how important it was to those patients that their doctor actually listened to them. I try to incorporate that into my practice every day. I've learned that when I really listen to what my clients want and show them that I understand their overall goals, my clients in turn appreciate my work more, and treat me more as a partner on their project, rather than as just another external expense.

What is your favorite motivational quote and who was it by? "Define success on your own terms, achieve it by your own rules, and build a life you're proud to live." - Anne Sweeney, director and former president of Disney-ABC Group

What recent project or transaction are you most proud of? I represented a large Boston university in several major real estate transactions. I am most proud of a multi-year, multifaceted real estate deal involving the joint venture and development of a large athletic complex in partnership with a neighboring educational institution. It was exciting to see this beautiful facility, featuring a 500-seat stadium, multiple baseball and full-sized soccer fields and track facility, come to completion. I was also proud to see the facility open its doors to outside community groups and underserved neighborhoods.