



CELEBRATING  
55 YEARS

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## **2017 Women in Real Estate Spotlight - Lisa Serafin**

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Lisa Serafin

CREW Boston chapter president

Founding Principal

Redgate

How do you play your strengths to your advantage in your career: I am a strategic thinker and a planner both by nature and by formal education. I incorporate these strengths into all aspects of my career – client service, development and corporate management. I am able to anticipate future roadblocks and set plans to navigate around them before they derail my team's progress.

I also embrace challenge and risk. Whether starting a new business, taking on a new project or making financial investments, I have found I only regret the leaps I didn't make.

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