



CELEBRATING
55 YEARS

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2017 Women in Real Estate Spotlight - Rebecca Bachand

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Rebecca Bachand

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Owner

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How do you play your strengths to your advantage in your career: Once I was out of the security of a large firm where I had a supporting cast with varied skill sets, it quickly became frustrating to be everything to everyone. In my own practice, I focus on my personal strengths. I made the decision to be a referral for anyone asking me for something I don't typically do.

I'd much rather have clients and potential clients appreciate me for a great new contact – and remember me when they have an assisted living or multifamily project – than cause us to have a bad relationship over a challenging project.

What do you do for fun: When I'm not planning or participating in CREW Boston events, I'm running around with my 4-year old Lab mix!

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