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2017 Women in Real Estate Spotlight - Lisa Strobe

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Lisa Strobe

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What trends are you seeing so far this year: Inside the real estate industry it is easy to see that technology is continuing to shape the traditional office and creating the flexibility to work where and how you want. And this new mobility is breath of fresh air for the workforce. I believe this trend toward a more flexible workplace will have a significant long-term impact on the demographics of the workforce - on who and how they participate. I think we'll see significantly fewer women leaving the workforce mid-career as the office environment better adapts to the juggle between work and family.

How do you play your strengths to your advantage in your career: I'm an analytical thinker and have always used a problem solving approach in my career. I approach each task or situation by breaking-down the issues and gathering all the data or resources I can find to try to be the best-prepared person in the room. I focus on outcomes, what key metrics are important and what are the next steps. As a research director at JLL, I use this approach every day from data analysis and internal meetings to presentations or market reports. This approach also helps me to make well-informed decisions on the spot, know when to delegate and what to prioritize. Being a part of CREW has also been a priority and advantage, it is a fantastic network and keeps my perspective open to the views across the real estate industry.

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