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2017 Women in Real Estate Spotlight - Lisa Nickerson

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Lisa Nickerson
Founder & CEO
Nickerson & Nickerson Real Estate Partners

Years in real estate: 25

What real estate associations or organizations are you a member of: Advisory board Urban Land Institute (ULI) Boston/New England; programming co-chair, Urban Land Institute's (ULI) Women's Leadership Initiative (WLI); member of ULI's programs committee; board member and VP of sponsorship for the American Marketing Association (AMA); board member of Boston Women in Media & Entertainment; board member of Boston College Employer Advisory Council; planning committee of the U.S. Navy Seabee 75th Anniversary event; board member, Housing Families, Inc. and advisory board, Joshua Frase Foundation

How do you play your strengths to your advantage in your career: My passion and expertise in real estate allows me to drive maximum results for clients. I play an active role in big-picture strategy for Nickerson's real estate clients, insisting our team always seeks new and better ways to show ROI and drive results in the competitive real estate industry. My competitive spirit propels me to always be one step ahead and ensure initiatives are exceeding client expectations. For example, me and my team identify emerging technology (virtual and augmented reality) as the next great step in successfully marketing real estate and, as a result, launched an emerging technology division, which has already partnered with several clients to position brands at the cutting-edge.

What do you do for fun: I enjoy spending quality time with my three outstanding teenagers, one is an aspiring gymnast and two are highly decorated Eagle Scouts.

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