



CELEBRATING
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2019 Women in Real Estate: Pamela Massad, Fletcher Tilton PC

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Pamela Massad

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Who inspired you to join the CRE industry? My late father David “Duddie” Massad pushed me into commercial real estate when I passed the bar. He wanted an attorney he could trust who would always have the best interests of his companies at heart. While there were certainly other attorneys who could have filled this role, he seemed happiest to have grown his own. And, lucky for me, I love the industry.

What is the best advice you have received, and who was it from? Since he passed away so very recently, I am going to honor my father, yet again, with my answer to this question. Whenever I encountered obstacles, he would tell me, “When you come to a wall, don’t go around it; go through it.” This kind of determination certainly characterized his business style and his longevity. When he died, there were still loads of business and civic leaders who had upcoming meetings scheduled with him. He never slowed down, just kept moving through all the walls.

What is your favorite motivational quote and who was it by? My late father David “Duddie” Massad used to say, “As you wander through life, whatever may be your goal, keep your eye upon the doughnut and not upon the hole.” He wanted us to focus on what is important, not on what is missing.

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