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## **2020 Women in Real Estate: Allison LaGuardia, President at ALL Media**

September 25, 2020 - Spotlights



Allison LaGuardia  
ALL Media

Who inspired you to join the CRE Industry? I was inspired to join this industry to help commercial real estate companies with marketing and media who are looking to work with more women owned companies.

How have you been networking during the lockdown? Lots and lots of zoom calls and simply picking up the phone to check in on people and their families. Kindness goes a long way.

What books, blogs, podcasts, resources or influencers would you recommend to women? I love podcasts lately. Raising the Bar, R.I.S.E and How I Built This are great. I also listen to the podcast Meditative Story to relax at the end of the day or to have a quiet moment.

What aspects of working from home have you enjoyed most? The work life balance and being able to cook more! I do miss face to face meetings though and I'm excited those are starting to come back safely.

What is the best advice you have received, and who was it from? The best advice I received is from Mike Ferrone, president of Caldwell & Walsh..."when you are passionate about what you do, it will never feel like work so make sure you love what you do."

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