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2020 Year in Review: Catherine West, 43West

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What is the best advice you have received, and who was it from? “Life is not a problem to be solved or a to do list. Life is an experience to be lived,” as my mentors George Antone and Coach Willie Hooks of Fynanc taught me. Thanks to their inspiration and leadership coaching, I practice financial happiness. More than financial freedom, financial happiness orients your business goals to achieve the life you want to live.

Time and activities are synonymous. As we enter the new year, I encourage each of my clients, colleagues, friends, family, and fellow NEREJ supporters, to think about their ideal day and how we are spending our time. Are we doing something that’s going to enhance the quality of our lives?

What are your predictions for commercial real estate in 2021? While many investors waited for the market crash that never came in 2020, I believe this next year will bring the silent forces of increasing inflation and taxes. These economic forces will impact purchasing power. Liquidity will be more important than ever as lenders continue to tighten their parameters and ask for more interest reserves. Investors seeking to pick up cash flowing assets will see rents continue to soften. The Greater Boston market is resilient and remains a strong market for those with a more long-term view and time horizon.

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