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2021 Women in Commercial Real Estate: Sheryl Starr, Managing Partner, Bernkopf Goodman LLP

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Sheryl Starr
Managing Partner

What is one characteristic that you believe every woman in commercial real estate should possess? Don't be afraid to trust your gut; to ask questions when something doesn't seem right; and to keep asking questions until you understand. Too many times, the other side tries to get by on fast talk and jargon. There is nothing wrong with slowing things down, and even asking for examples or asking "what – if" type questions. You may very well find that you will do a better job for your client when everyone spends the time to talk through complicated scenarios at the outset. Better to work those out while you are drafting documents than after problems arise.

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