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## **2021 Women in Commercial Real Estate: Vicki Keenan, Principal, Cresa**

September 24, 2021 - Spotlights



Vicki Keenan  
Principal

What are some of the benefits of being a mentor or having a mentor? I don't claim to have many talents, but one that I do believe I possess is the ability to recognize potential. I take a personal interest in helping people identify their strengths and how they can use them to not only advance their own personal goals, but how they play a part in advancing the organization as a whole. One of my favorite sayings is "a rising tide floats all boats" and I truly believe that helping the next generation is the key to long-term success.

What is one characteristic that you believe every woman in commercial real estate should possess? In such a male dominated industry, its very important to have a strong voice to advocate for your ideas and beliefs. I have always believed that doing the right thing, not only for our clients but for each other, should be at the forefront of all decision-making. The right thing may not always be the popular opinion but pushing for what you believe in will ultimately lead to better business decisions and better relationships.

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