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

September 24, 2021 - Spotlights



Vicki Keenan  
Principal

Cresa

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.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540