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2021 Women in Commercial Real Estate: Liz Tavares, Operations/Brokerage, Jay Nuss Realty Group

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Liz Tavares
Operations/Brokerage

Jay Nuss Realty Group

What led you to your current profession? Commercial real estate is my second career. I hold a law degree and worked in state government for a number of years. When I sought a different direction, real estate appealed to me; I worked first briefly in residential real estate but met Jay Nuss at an event we both attended, and we talked. Jay was looking for someone to help him run operations, and I joined the team in 2018. It's exciting work; we don't just do "the simple deals" but we help with the challenging and complicated cases too. I help with research on zoning and deeds, and the operations side as well as brokering some properties.

What is one characteristic that you believe every woman in commercial real estate should possess? I'll list three important ones. Consistency, professionalism and commitment top the list. We want to treat each client as if he/she was our only one. It's important to respond quickly to all inquiries and to display professionalism in an industry that can seem like "the wild west" at times. And it's important to commit to helping clients achieve their goals. I am a Rotarian, and the principles of that organization help guide me each day.

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