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## **2022 Women in Commercial Real Estate: Allison Hoffman, Cresa Boston**

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Allison Hoffman  
Senior Advisor

What trends will dominate your industry in the coming months?

As more and more companies roll out return-to-office and hybrid work plans, we're expecting to see high-quality space continue to dominate the market. Many of my clients are looking for different ways to elevate their in-person environments and experiences, and it's been gratifying to partner with various groups to get creative with our solutions. Of course, we can't produce new buildings, but we can change up our approach by introducing new neighborhoods and markets or finding off-market spaces. It requires a lot of research and specific market knowledge, but it's really rewarding when we land on the perfect fit.

In the past year, what project, transaction or accomplishment are you most proud of?

With the renewed focus on workplace experience and employee satisfaction, organizations are bringing a much more diverse group of stakeholders to real estate conversations and decisions—from HR professionals to senior executives, everyone is engaged. In response to this shift, I've tailored my approach to truly connect with these various groups and lead a more holistic real estate process. Through conversations with clients and mentors, I've found ways to make relationships feel less transactional and more human and authentic to align with their goals for the workplace experience. Developing these meaningful connections has been both rewarding and successful – a win/win!

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