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2022 Women in Commercial Real Estate: Elizabeth Krol, EBI Consulting

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Elizabeth Krol
National Client Director

What trends will dominate your industry in the coming months?

The demand for quality, expedited property due diligence, including Phase I Environmental Site Assessments and Property Condition Assessments, will continue to be dominant in the property transaction industry in the coming months. Commercial real estate investors rely on their trusted advisors to gather pertinent information about the subject property in an efficient and succinct manner. Speed and responsiveness continue to be the most important metrics for surety of closing.

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

In the past year, the accomplishment that I am most proud of is the expansion of ESG services to our select equity clients who are acquiring new assets for their portfolios. These savvy investors see the value in understanding how to maximize the return on their investments by making their properties as energy efficient and sustainable as possible. It's good business and it's the right thing to do.

What advice would you offer to women getting into the CRE industry?

My advice for women getting into the CRE industry is to ask for the most challenging assignments. Raise your hand and get actively involved with your firm's client-facing projects. Identify a mentor to guide you, as well as a sponsor who can nominate you for key projects that will develop and refine your skills.

What has been your biggest challenge and how have you faced it?

My biggest challenge has been forging my own path to succeed in the traditionally male-dominated fields of environmental engineering and commercial real estate. Thanks to the support of both men and women leaders throughout my career development, I am now focused on helping women at all stages of their careers to achieve and succeed. My career has allowed me to support emerging professionals as both a mentor and a sponsor, as well as an industry thought leader who writes and speaks frequently on topics pertaining to due diligence, risk assessment and mitigation in commercial real estate.

Who is a woman leader you find to be inspiring and why?

The woman leader who I find inspiring is Dianne Crocker, Principal Analyst of LightBox. Dianne actively tracks property metrics and commercial real estate trends nationwide. She is a clear advocate for mentorship in the property due diligence industry. As an industry thought leader, she is a widely sought-after speaker and writer.

Are you part of any CRE organizations? How have they helped your professional development?

CREW Boston and the global CREW Network have been the constant thread through the past two decades of my career. CREW supports the advancement of women in all facets of commercial real estate in local markets and globally. The more actively engaged I am in CREW, the more my network and my skills expand.

