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2022 Women in Commercial Real Estate: Wendy Pierce, Lincoln Property Company

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Wendy Pierce
SVP, Director of Property Management

What advice would you offer to women getting into the CRE industry? Your career in CRE starts with obtaining a position with the right company. Do some research before accepting a position and look for a leader or supervisor who will be your advocate. Be a sponge and learn from colleagues who have many years of real estate experience to teach you and help you grow; and never be afraid to bring your ideas to the table. Foster a team atmosphere and be willing to teach what you learn and pay it forward; become an advocate for someone else.

What has been your biggest challenge and how have you faced it? In the early years of my career the biggest challenge I faced was balancing young children and family with a career I loved; a career that happened to need just as much of my attention. In the CRE industry, we know this job is not 9-5 and we embrace the challenge. With the support of my family, great bosses, countless teammates, and a lot of organization, I was able to progress in my career, be a good mom to my children and provide for my family. Now I offer advice to young parents who are just starting out and support them whenever possible. I am proud to say both of my children have now entered into the CRE world.