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## **2022 Women in Commercial Real Estate: Cayla Franco, The Bulfinch Companies (Bulfinch)**

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Cayla Franco  
Senior Associate, Property Manager

## The Bulfinch Companies (Bulfinch)

What advice would you offer to women getting into the CRE industry? Don't be afraid to speak up. As a young female in a male-dominant industry, it can be difficult to navigate. Whether it's to promote a good idea, question a decision or express your opinion, use your voice! Even if your thoughts aren't taken into serious consideration, you'll feel much better knowing that you said something versus nothing at all.

What trends will dominate your industry in the coming months? Some of the biggest shifts in commercial real estate trends stem from ESG issues. Investors, tenants, and building owners have all shifted their focus towards how their buildings can become "greener" and more environmentally friendly. Companies, now more than ever, have a responsibility to make positive change to the environment. It will be interesting to see how ESG reporting and requirements change over the next few years and furthermore how the CRE industry adapts.

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

I am most proud of getting all three buildings at my property Fitwel Certified. The COVID-19 pandemic has heightened the importance of prioritizing tenant health and wellbeing. Perception was an important part of a company's successful post COVID reopening. The Fitwel certification is a way for us to show our tenants we are taking the necessary steps as a landlord to make the office a safe and comfortable environment.

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