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2022 Women in Commercial Real Estate: Laura Gribbell, The Bulfinch Companies (Bulfinch)

September 30, 2022 - Spotlights



Laura Gribbell
AVP, Asset Manager

What advice would you offer to women getting into the CRE industry? Don't be afraid of asking questions and doing so confidently. Make sure you understand what is being asked of you. It is easy to get caught up in the moment, move too quickly, and let the desire to check something off the do-to list override the need to understand what is being done and why. It is important to slow down and, as I mentioned before, ask the right questions. Two things to keep in mind; always project confidence and use learning to create connections across your company and the industry, in the end it will significantly pay off.

What trends will dominate your industry in the coming months? I see the hybrid work model truly dominating. We will continue seeing a shift in companies downsizing their spaces, especially as leases expire. Since the large workplace adjustment at the start of COVID, most employees now had a taste of working from home and the benefits, such as, no commuting, more family time. Employers need to adjust to keep and attract these employees with a new work value system. I think enough employers have proven the hybrid work model to be successful to make it permanent. Due to this success, I don't see the hybrid work model going away.