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2023 Women in CRE: Shelley Balanda, FOOTPRYNT

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Shelley Balanda
Principal & Founder

FOOTPRINT

What recent project, transaction, or accomplishment are you most proud of? We launched in early 2020, right in the midst of a global pandemic. It was undeniably a daunting time to venture out on my own. However, this unique circumstance presented an opportunity to make a meaningful impact on our industry. Over the years, we have made strides in our strong organic growth and outreach, adding critical value to local operators and organizations with significant portfolios and national footprints.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Find a company culture to match your unique personality! Whether you crave collaboration, structure, creativity, or something else entirely, don't settle for a mismatch. Set yourself up for success by immersing yourself in an environment that will support your professional growth and enable you to flourish.

Who inspires you most? What qualities do they possess that inspire you? The COVID pandemic has sparked a wave of innovative entrepreneurs, each bringing unique skills and perspectives to the table. Their resilience, bravery, and adaptability constantly inspire and uplift me during challenging times on my own journey.

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