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2024 Women in CRE: Sheryl Starr, Bernkopf Goodman LLP

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Sheryl Starr
Partner

What challenges have you faced as a woman in commercial real estate? One challenge I faced, particularly as a young woman in commercial real estate, was being underestimated in negotiations. As I developed in my career and gained more confidence and competence, this became an opportunity rather than a challenge as I could see the expectations of others being shattered. Building this confidence and expanding on my skills required resilience and a strategic approach to seeking out new experiences to continue to broaden my expertise. Despite these challenges, and perhaps even because of them, I am committed to supporting other women in achieving success and recognition in our field.

What advice do you have for young women aspiring to enter commercial real estate? My advice is to embrace every opportunity for learning and networking. Our field is dynamic and multifaceted, so developing a broad skill set and staying informed about market trends is crucial. Seeking out mentors who can offer guidance and support will help you develop competence and self-assurance. You will make mistakes but be persistent and resilient - success often requires navigating challenges and seizing opportunities with a proactive attitude. Building a strong professional network can be invaluable.

What is your vision for the future of women in commercial real estate? My vision for women in commercial real estate is one of equal leadership across all levels of the industry, but this is not some far-off vision. Every day, women are driving major deals, shaping strategic decisions, and pioneering innovative practices. I simply expect to see more and more of that. By continued networking and providing mentorship and growth opportunities, we can ensure that commercial real estate is and remains both dynamic and equitable, reflecting the talents and contributions of many in the field.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight?

“Sheryl Starr’s extensive experience in transactional real estate and her pragmatic approach to high-stakes negotiations make her an indispensable asset to her clients and the industry. She is well known for her astute focus on critical issues and her ability to navigate complex transactions efficiently and effectively. Her unparalleled expertise warrants spotlighting in Women in Commercial Real Estate.” - Megan Pluviose, Chief Operating Officer at Bernkopf Goodman LLP.