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2024 Women in CRE: Lisa Nickerson, Nickerson

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Lisa Nickerson
CEO

What recent project, transaction, or accomplishment are you most proud of? One of my proudest achievements is the work Nickerson is doing within the proptech space. As technology continues to shape the built environment, it's inspiring to collaborate with groups who are changing the industry and trusting our agency to position them within the market. One example is our partnership with proptech company Infinityy, where we established their branding and go-to-market strategy, securing CEO Jim Schoonmaker as one of GlobeSt.'s 2023 Tech Influencer of the Year. Nickerson has contributed to Infinityy's selection into NAR REACH commercial program in 2024, which selects companies from across the nation with cutting-edge CRE solutions.

What advice do you have for young women aspiring to enter commercial real estate? For young women aspiring to enter the commercial real estate sector, my key piece of advice is to prioritize relationship-building from the very start. This industry is fundamentally about connections, whether you're negotiating deals, collaborating on projects, or seeking mentorship. Building a strong network early on will significantly enhance your industry knowledge and career opportunities. Start by connecting with industry professionals, attending relevant events, and engaging in conversations that broaden your understanding of the field. Relationships with mentors and peers can provide invaluable guidance, open doors to new opportunities, and help navigate the complexities of the commercial real estate landscape.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? "Lisa's exceptional leadership and unwavering commitment to advancing the commercial real estate industry make her a great candidate for NEREJ's Women in Commercial Real Estate spotlight. Lisa's influence extends beyond her professional accomplishments as she is a dynamic force in the industry, committed to making an impact. Lisa's ability to build and sustain strategic relationships, combined with her forward-thinking mindset, makes Lisa a standout leader and a role model for aspiring professionals. Her contributions are not only helping to transform the landscape of commercial real estate but also inspiring the next generation of women in the field." - Shannon Mulaire, Director, PR & Media Relations at Nickerson.