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2024 Women in CRE: Elizabeth Holmes, R.W. Holmes Commercial Real Estate

September 27, 2024 - Spotlights



Elizabeth Holmes
Director of Corporate Services

What recent project, transaction, or accomplishment are you most proud of? I've been proud of my team's recent success in growing our presence in the 128 South market. This year, we've had several notable deals including the sale of 50 North St. in Canton – an 100,000 s/f industrial property sold for \$13.8 million, we assisted UNICOM Engineering in their 80,000 s/f headquarters lease at 15 Dan Rd. in Canton, and picked up two notable flex/industrial assignments with Berkeley Partners (200,000 s/f industrial park) and GFI Partners (70,000 s/f industrial park) both in Stoughton. This was an area that myself and my colleague, Dean Blackey, had identified as an area of growing need for our clients. We brought on Mike Fahy as an associate to our team to help lead efforts in this market and we are thrilled to see in just three years time that we have been able to assist so many companies and landlords in that submarket.

What challenges have you faced as a woman in commercial real estate? I have been fortunate enough to have an amazing team and culture at R.W. Holmes with colleagues and mentors that have championed my growth and success in the industry. I am incredibly grateful for the generation of women brokers before me that have paved the way and been role models for how to navigate this industry, client relations, and work-life balance. They have made it so much easier for myself and my generation of women brokers to navigate the brokerage world. Having said that, there continues to be a disparity between women and men in the industry. It's nothing that can't be overcome, but certainly for any women new to the field, it's surprising to walk into pitches, networking events, etc. and be one of the few women in the room. But I'm very fortunate that all of our colleagues, partners, and clients are fantastic to work with and many greatly appreciate the growing diversity of the industry.

What is your vision for the future of women in commercial real estate? I've been excited to see the growing number of women in leadership roles within the industry. I think a future where more women have a seat at the decision making table can only benefit the industry. Having diversity to bring different perspectives on solving problems, pitching business, and servicing clients only brings more creativity and a higher level of service to our clients.

What advice do you have for young women aspiring to enter commercial real estate? I think for both men and women aspiring to be in the commercial real estate field the biggest two pieces of advice I have are first to focus on your network. Getting into the real estate field is hard – your network is a critical piece of getting interviews and introductions to the right people. Don't be afraid to ask for introductions, but always follow up and thank that person for their efforts in helping you.

Once you have the job, don't be afraid of hard work. The brokerage world takes several years before seeing major successes. Working hard, growing your network through events and meetings, knowing your market, and always saying yes to learning opportunities allows you to gain invaluable

experience early so you're a knowledgeable advisor for your clients. Your hard work will pay off, even if it takes a little patience to see the results.

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

“Elizabeth is now the third generation to carry the legacy at RW Holme’s in the firm’s nearly 50-year history. In addition to her management and leadership responsibilities at the company, Elizabeth is also a full-time broker. In her 6 short years, her impact and accomplishments have been numerous—whether through successful deal closures, implementing creative solutions to complex challenges, or the numerous industry awards that have recognized her excellence in this traditionally male-dominated field. She has successfully closed over \$20 million in sales transactions and completed over 120,000 s/f in leases in 2024 YTD alone. She has demonstrated exceptional leadership in her role, originating significant new projects and business that have contributed to the continued evolution of the company. In addition to her commitment to mentoring the newer brokers in the firm, she invests substantial time in community service. Her involvement on numerous charitable boards, including The Community Foundation for Metro West, The YMCA, and...reflects her dedication to making a positive impact beyond her professional role. Her work ethic is contagious and her ability to inject compassion and trust into an industry that is not traditionally known for such virtues is uniquely refreshing.” - Dean Blackey, Managing Director at R.W. Holmes Commercial Real Estate.

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