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## **2024 Women in CRE: Marci Alvarado, Commercial Property Advisors, LLC**

September 27, 2024 - Spotlights



Marci Alvarado  
Principal

What recent project, transaction, or accomplishment are you most proud of? In May 2023, I embarked on an exciting new journey by starting my own commercial real estate firm. One of my greatest achievements has been maintaining a healthy balance between my professional and personal life, always prioritizing my family with their unwavering support. I am also incredibly grateful for the loyal and supportive clients who have contributed to my success, and for the strong relationships we have built along the way.

What is your vision for the future of women in commercial real estate? I am excited to see more young women joining and thriving in the commercial real estate industry. We are equally capable, and often even more qualified, than our male counterparts. I encourage women pursuing a career in commercial RE to look beyond any perceived challenges and pursue their passion with confidence. The most important thing is to stay focused on becoming the best professional you can be.

What advice do you have for young women aspiring to enter commercial real estate? To young women aspiring to enter commercial real estate: your determination and efforts must not only match but surpass those of your peers. Stay focused, work hard, and remain persistent—I'm confident that if you stay the course, success will follow!

What challenges have you faced as a woman in commercial real estate? Over my 30 + years in the Commercial Real Estate industry, I've faced gender bias in the workplace, which has led to missed opportunities for advancement. Additionally, for women with young children, balancing the demands of family with the full dedication required to grow a business and cultivate client relationships is especially challenging.

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

"Marci Alvarado deserves recognition in the Women in Commercial Real Estate Spotlight for her exceptional leadership and dedication to empowering women in the industry. She has successfully led impactful projects, fostering strong client relationships while mentoring and uplifting other women in commercial real estate. Her commitment to excellence, innovation, and creating opportunities for women to advance in a traditionally male-dominated field sets her apart. By championing diversity and inclusion, she has made a lasting impact on both her projects and the industry. Recognizing her would celebrate her achievements and inspire other women to pursue leadership roles in commercial real estate." - Margarita Casto, CEO at LBC Boston.