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## **2024 Women in CRE: Cassandra Farley, SVN Masiello Commercial**

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Cassandra Farley  
Senior Advisor

What recent project, transaction, or accomplishment are you most proud of? A portion of my business involves leasing and sales in the industrial space of commercial real estate. This sector is traditionally male dominated. Recently, I was able to create a bidding war because of my efforts to sell a client's industrial welding facility. As a result, we ended up negotiating a deal 5% above the asking price. This is unusual for commercial sales. I am extremely grateful to have a career where I am able to build lasting relationships with my clients and help them achieve their personal and financial goals.

What advice do you have for young women aspiring to enter commercial real estate? Find a mentor! Reach out to a woman in your industry you admire and ask them to grab a cup of coffee! Develop a relationship with someone successful and experienced in your profession. They can provide a wealth of knowledge, guidance, support, and advice that will allow you to further yourself and your career.

What challenges have you faced as a woman in commercial real estate? I have been faced with countless presumptions and comments about my age and gender. These judgments have nothing to do with me. My work ethic and expertise defines me. Every day I focus on what I can control, which is providing incredible value to my clients and customers with confidence. When you maintain professionalism and demonstrate your knowledge, those providing the judgment will let go of their biases.