



CELEBRATING
55 YEARS

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2025 Ones To Watch - Rising Stars: Faron Brazis, Hobbs Brook Real Estate

May 23, 2025 - Spotlights



Faron Brazis
Tenant Engagement Manager

“Faron has redefined tenant engagement at the firm, strengthening our programming through a powerful blend of innovation, personalization, and community- building. Her forward- thinking approach, which combines data- driven strategies with meaningful human connection, has deepened our tenant partner relationships and created a more vibrant, connected workplace experience across the portfolio that continues to set new standards across the industry.” - Peter Gottlieb, President and CEO, Hobbs Brook Real Estate.

What recent professional milestone or project are you most proud of, and why? I’m incredibly proud of leading HBRE’s tenant engagement evolution by creating a dynamic, community- driven workplace experience that’s personalized and data-informed. By leveraging insights into tenant behavior, we introduced initiatives like our custom tenant app, on-demand wellness services, and unique experiential events. These efforts have deepened tenant relationships, increased amenity engagement by 50%, and wellness participation by 15%, transforming our spaces into vibrant communities where tenants feel connected, valued and invested-making the office a place people look forward to.

What’s one challenge you’ve overcome in your career so far, and what did it teach you? One of the most rewarding challenges I faced was adapting our tenant engagement strategy post-pandemic as expectations evolved. We treated the surrounding area as an extension of the property, partnering locally to build community, and brought WFH- style conveniences to campus to ease the return-to-office. We also streamlined internal processes through tech, saving our legal and accounting teams hours and freeing them to focus on higher- value work. This taught me that embracing change and using data drives stronger, more connected communities.