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2025 Ones To Watch - Rising Stars: Alisa Feliberty, SR Commercial

May 23, 2025 - Spotlights



Alisa Feliberty
Commercial Agent

“Alisa Feliberty joined SR Commercial just 2.5 years ago and quickly became a standout by building lasting relationships and going above and beyond for her clients. She’s the go-to rep for tenants and buyers, especially small business owners, who trust her to find the right space and support their vision. Her ability to create community, not just complete transactions, is what truly sets her apart.” - Michelle Chase, Chief Operating Officer at SR Commercial.

What recent professional milestone or project are you most proud of, and why? I’m most proud of surpassing a top producer in my second year at SR Commercial. It proved that hard work, relationship-building, and trusting your instincts matter just as much as experience. It gave me the confidence to own my seat at the table.

What’s one challenge you’ve overcome in your career so far, and what did it teach you? Breaking into commercial real estate as a woman-without a long industry resume-was intimidating. But I stayed focused on learning, asked a lot of questions, and leaned into what makes me different. It taught me that your strength lies in being authentically you.

Who has played a pivotal role in your development, and how have they influenced you? Michelle Chase, our COO, has been a game-changer for me. She’s supported me, challenged me, and always led by example. Watching her navigate leadership with both strength and empathy has helped shape the way I show up-not just as an agent, but as a woman in business.

If you could give advice to someone just starting out in your field, what would it be? Start before you’re ready. Say yes, then figure it out. Be willing to do the unglamorous work, and treat every client like they’re your only client. Consistency and follow-up are everything.