



CELEBRATING
55 YEARS

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2025 Women in CRE: Cassandra Farley, Colliers

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Cassandra Farley
Senior Associate

What drew you to commercial real estate, and what keeps you passionate? Commercial real estate brokerage offers endless opportunities to learn, and that's what initially drew me in and continues to keep me passionate. Every property and every client teach me something new whether it's about market trends, development challenges, or creative deal structures.

What's a challenge you faced early in your career, and how did you overcome it? Early on, establishing credibility was a challenge. I leaned into curiosity and quickly realized it's okay to admit what I don't know as long as I follow through with finding answers. That honesty builds trust and respect with clients and other industry professionals.

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