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2025 Women in CRE: Rosa Zhang, Keller Williams Realty

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Rosa Zhang
Commercial Agent

What drew you to commercial real estate, and what keeps you passionate? I was drawn to commercial real estate because it combines my business and investment background with my passion for helping people and companies grow. With experience across industries and advanced training in real estate investment, I enjoy solving complex challenges – from structuring deals to navigating zoning and development. What keeps me passionate is seeing how the right project can transform communities and create opportunities, while also allowing me to bridge cultures and connect clients from the U.S. and abroad.

What's a challenge you faced early in your career, and how did you overcome it? Early in my career, my biggest challenge was entering commercial real estate without a local network. As an immigrant woman, I had to prove myself in a competitive field. I leaned on my academic foundation – earning an MBA, completing Harvard's graduate certificate in real estate investment, and pursuing the CCIM designation. By combining this training with persistence and a client-first approach, I built credibility, earned trust, and turned barriers into opportunities for growth.

What advice would you give to a woman considering a career in commercial real estate? My advice is to be confident, invest in your education, and build a strong network. Commercial real estate can feel intimidating at first, but knowledge is power – pursue training, designations, and stay curious. Don't be afraid to take on challenging deals, because that's how you grow. Most importantly, find mentors and allies who support your journey. Your unique perspective as a woman is a strength – use it to connect, innovate, and create opportunities for yourself and others.