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## **2025 Women in CRE: Justine Snyder, Realtors Commercial Alliance of Massachusetts and Fine Properties Inc**

September 26, 2025 - Spotlights



Justine Snyder  
President of RCA

What has been the most rewarding project or deal you've worked on in your career, and why? I received a referral from an attorney. A business owner was looking to launch her new business and was looking for a commercial site. She had been working with a residential agent for six months, was frustrated, and could not find anything. I found her a space over the weekend! Not only did I make my referring attorney look great, but I was able to help a small local business owner find the right spot to thrive. Local small businesses are the fabric of our community, and I felt great that I was in service to many people at once.

What drew you to commercial real estate, and what keeps you passionate? I believe that new and small businesses are the foundation of our communities. They make us unique and shape the cultural attitudes and experiences in which we work and live. I want to see our local communities thrive, and I want to be a part of that. My goal is to contribute to creating a healthy economic environment for my local district. Additionally, I enjoy the math and the challenge of considering all the variables involved in making successful placements.

What's a challenge you faced early in your career, and how did you overcome it? I switched from being a geologist to a Realtor when my husband was diagnosed with esophageal cancer. I needed to restrict and control travel so that I could accompany him to doctor appointments and chemotherapy. I had the math skills, so I took courses at MIT to learn how to analyze real estate investment truly. I got a certification in Commercial Real Estate Analysis and Investment. I also joined the Realtors Commercial Association of Massachusetts and got coffee for any of the board members and just took a humble "listen and learn" approach. It worked, as I am the president today.

What advice would you give to a woman considering a career in commercial real estate?

- 1) Join the local commercial real estate board;
- 2) Find a qualified woman mentor;
- 3) Take all your CEU's in commercial real estate;
- 4) Identify yourself as a commercial Realtor.

2025 is an exciting year for the Realtors Commercial Alliance of Massachusetts, as for the first time in its history, all the executive board of directors, president, vice president, secretary, and treasurer are ALL WOMEN!