



CELEBRATING
55 YEARS

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2025 Women in CRE: Samantha Kelley, Tranzon Auction Properties

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Samantha Kelley
CEO

What's a challenge you faced early in your career, and how did you overcome it? Early in my career, I struggled with hearing 'no' – whether it was from clients, colleagues, or opportunities I thought I was ready for. At first, it felt personal. I had to learn that rejection in this business is inevitable and not a reflection of my worth. Instead, I started to see each 'no' as feedback and redirection. That shift in mindset gave me resilience and taught me to keep moving forward until I got the 'yes' that mattered.

What advice would you give to a woman considering a career in commercial real estate? I would say: be ready to work hard, but also know this is one of the most rewarding careers you can choose. Commercial real estate offers so many paths – brokerage, development, finance, auctions – and there's no single formula for success. My best advice is to lean into your networks and find your people. Not everyone will like you, and that's okay. Keep showing up, keep learning, and keep trying. The right relationships, built on trust and authenticity, will carry you far. And along the way, you'll create space for other women to see themselves in this business too.

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