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## **2025 Women in CRE: Whitney Taylor, KW Coastal Land & Commercial Group**

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Whitney Taylor  
Commercial Real Estate Agent

What has been the most rewarding project or deal you've worked on in your career, and why? Some deals are as satisfying as they are challenging, and a legacy industrial building in Rochester, NH, was exactly that. The property was ideal for an investor, and my focus as the listing agent was on finding the right fit. Through targeted outreach, we secured a 1031 exchange investor whose vision aligned with the property. Seeing all the pieces come together and knowing both seller and buyer got exactly what they needed was incredibly rewarding.

What drew you to commercial real estate, and what keeps you passionate? Commercial real estate drew me in because it's never the same two days in a row. While in college earning my accounting degree, I worked as an assistant in a CRE firm and quickly realized how much I loved the industry. With an analytical background, I enjoy diving into the numbers while also solving problems and connecting people. What keeps me passionate is the impact. I get to help business owners grow, investors find opportunities, and communities evolve.

What's a challenge you faced early in your career, and how did you overcome it? Early in my career, one of the biggest challenges was being taken seriously. As a young woman in commercial real estate, I knew I had to prove not only that I belonged, but that I could deliver results. A partner once told me to never 'pass' at a deal-exchange meeting, instead always bring something to the table. Over time, consistently exceeding expectations built trust and credibility. That philosophy still drives me today.

What advice would you give to a woman considering a career in commercial real estate? My advice is to embrace every opportunity and be proactive. Grow your knowledge, seek mentors, and don't be afraid to ask questions or take calculated risks. Bring your unique perspective as a woman, and in my case as a working mom, because it often sets you apart. Be confident in your abilities and let your work speak for itself. The industry rewards preparation, persistence, and professionalism, and balancing a career with family, like in my case, only strengthens your drive and perspective.