



CELEBRATING
55 YEARS

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2025 Women in CRE: Marci Alvarado, Commercial Property Advisors

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Marci Alvarado
Principal

What drew you to commercial real estate, and what keeps you passionate? I was drawn to commercial real estate for its blend of business strategy, market insight, and relationship-building. From the start, I recognized that hard work directly drives success, which keeps me motivated. Competition and the field push me to think creatively while staying grounded in market realities. I remain passionate because of the tangible impact – seeing companies grow, spaces transform, and client relationships deepen. Every deal brings something new, and that variety makes the career deeply rewarding.

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 I faced was building credibility without an established track record. Many clients naturally prefer working with experienced brokers, so I had to find ways to differentiate myself. I overcame this by focusing on preparation and responsiveness – I made it a point to really understand the market, anticipate client questions, and respond promptly. Over time, that dedication built trust and led to referrals, repeat business, and long-lasting partnerships.

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