



## 2017 Women in Building Services: Julie Raisch, CompStak

October 17, 2017 - Spotlights

Name: Julie Raisch

Title: Director of Expansion

Company Name: CompStak

Years in real estate: 3

What real estate associations or organizations are you a member of? CREW, ULI

How have you navigated obstacles to achieve success in your career?

My biggest obstacle has been being taken seriously. Historically, CRE conferences haven't been filled with women, young people, and tech startups – I had to know my stuff. I spent time with senior brokers and studied the market. Over time, I gained credibility and was able to show brokers how they could close more deals and deliver deeper insights with better data. The industry's slow embrace of technology was certainly an initial obstacle, but I believe those headwinds have changed through better communication and collaboration between tech and the CRE community.

How do you play your strengths to your advantage in your career?

I can't emphasize hustle enough. Beyond hard work, I've mostly relied on the power of relationships in my career. CRE is and always will be a relationship industry. When I joined CompStak, we were in 10 markets. I lead our expansion efforts and we've only been able to launch our 70th market through the strong relationships I and the team have worked to build with the brokerage community. My personal career growth has been guided by incredible mentors along the way—the co-founders of CompStak, Juliette Morgan, and others who have helped me to grow.

What trends are you seeing so far this year?

Blockchain's finally getting the airtime it deserves, but we're still at the proof of concept stage in property. In the data space, I'm really interested in the ability of disparate data sets to enrich each other and allow the end user to derive greater insight. We're doing some exciting things with some big names around this at CompStak and I think that's a trend you'll see across the sector. CREtech is due for a bit of consolidation given the sheer number of companies out there right now, but I think

that'll only provide a stronger offering for the property industry.

What do you do for fun?

My interests include running, oyster farming, boating, beaching, family, friends, local politics, and reading as much as possible!

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