



## **2018 Women In Real Estate, Professional Services: Elizabeth Holmes, Premier Commercial Real Estate LLC**

September 18, 2018 - Spotlights

Name: Elizabeth Holmes

Title: Director

Company Name: Premier Commercial Real Estate LLC

Real estate association / organization affiliation(s): CIBS LI

What are some of your biggest accomplishments in the last 12 months?

A couple of my accomplishments in the past year include closing a challenging office investment transaction in western Nassau; joining the President's Council of the Big Brothers Big Sisters LI, which allows me to give back, all the while approaching professional and personal goals I established at the beginning of 2018.

What blogs, resources, podcasts or influencers have helped you?

You Can't Teach a Kid to Ride a Bike at a Seminar by David Sandler has been a helpful sales strategy approach and resource. The Ray Kroc biopic The Founder, starring Michael Keaton, had fascinating insight into entrepreneurship and drive. Usually, the New York Times "The Daily" podcast is what I listen to for a rundown on what's going on in the world. And a fun pop culture podcast to decompress to is Larry Wilmore's "Black on the Air."

What do you do like to do for fun?

Gaming, rock-climbing, 'flossing' (the dance) -- all the prerequisite activities of hanging with my eight-year-old son.

How important is it for women to create a personal brand?

It's extremely important for women to distinguish themselves from the noise and make themselves experts in their field. As an Africa- American female having worked in lobbying and government, and now real estate, I know I can't control other people's perceptions or misperceptions. But I can control my narrative, which is that I am capable and have earned my seat at the table.

How many messages are in your inbox right now and how do you manage email?

1,993 messages are in my inbox right now. If I had a system for managing my e-mails I don't think I'd have so many.

In one word, describe yourself:

Persistent.

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