



2019 Ones to Watch: Alice Fair, CBRE

April 16, 2019 - Spotlights

Name: Alice Fair

Title: Senior Associate

Company Name: CBRE

What do you consider to be your greatest professional accomplishment in the past 12 months?

In the last past 12 months, I was promoted to senior associate – a huge accomplishment that I had been working towards for nearly three years. I was also nominated by CBRE for REBNY's Most Promising Commercial Salesperson of the Year Award. These accomplishments and recognitions came right after my husband and I welcomed our first child, Charlie. Being able to create a successful and strategic work/life balance and be recognized by my colleagues and managers for it is tremendously important to me.

Who or what do you attribute to your success?

In addition to my tireless dedication to my clients and my strong work ethic, I have been lucky enough to work on a great team at CBRE with a great mentor. I've worked with Sacha Zarba, a vice chairman, for the past three years. During this time, he has helped me learn the ins and outs of the industry, guiding me as I navigate challenging clients and complex lease negotiations. He has pushed me to succeed and strive to achieve the best outcomes for our clients.

How have your life experiences impacted who you are professionally?

Because my parents work in real estate, I was introduced to the industry at a young age. Their passion for their work was inspiring and is the reason I decided to make the jump into commercial real estate in NYC – this is the epicenter of our industry! Becoming a mother has also impacted my professional growth, as I have put an emphasis on creating a work/life balance. This focus has allowed me to work smarter and more efficiently; it has also taught me to be more empathetic towards my clients, which is an attribute that not every broker possesses.

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