



Obtaining her CPA was a turning point for Crawbuck of Grassi

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Name: Lori Crawbuck, CPA

Title: Audit Manager

Company/firm: Grassi & Co., CPAs

Years with company/firm: 12

Years in field: 12

Years in real estate industry: n/a

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Real estate organizations/affiliations: CFMA

During the last 10 years of your career, which professional accomplishment, honor or achievement was most meaningful to you and why?

The professional accomplishment I am most proud of is my designation as a Certified Construction Industry Financial Professional. I was one of the first woman in our firm to receive this license. I feel that it set me apart from others in the industry and allowed me the opportunity to be recognized in a specific niche.

Which project, deal or transaction was the 'game changer' in the advancement of your career during the last 10 years?

I noticed a change in my career once I received my CPA license. I was promoted shortly after and was given additional responsibility and opportunity to advance. The partners in the firm viewed me as a key player in the growth of the organization and have given me the opportunity to lead key projects within the firm.

How do you contribute to your company and / or the industry?

Within our firm, I participate in various initiatives to help improve the efficiency and quality of our services. I act as a career coach to multiple staff members. I provide training sessions in and outside of the firm.

What advice would you give to women just starting out in commercial real estate?

Don't be discouraged by the lack of women in the field, but rather treat it as an opportunity to stand out.

How do you manage the work/life balance?

You have to be able to prioritize and plan ahead. It is important to have the support of the company

you work for and the support of the people outside of work to help you achieve the balance. You can't be afraid to ask for help.

Who or what has been the strongest influence on your career and why?

One of my college professors is the strongest influence on my career. She has achieved so much in her career as a professor and a CPA. She is still pushing me to do my best and makes me feel empowered to accomplish anything.

How are you using social media to promote yourself, your products and/or your firm?

Linked In is the largest social media website that I am currently using.

Where would you like to be 10 years from today?

Ten years from today I would like to be a partner at the firm and helping other women in the firm/industry achieve their goals.

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