



## **2017 Women in Building Services: Barbara Kavovit, Evergreen Construction**

October 17, 2017 - Spotlights

Name: Barbara Kavovit

Title: CEO

Company Name: Evergreen Construction

Years in real estate: 20

What real estate associations or organizations are you a member of? CoreNet

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

Know what your assets are and how to use them! Being a pioneer in the construction industry gave me a head start learning how to navigate obstacles which might not be prevalent in all businesses. It didn't take long to realize what I was good at and tried to focus on that to build my business. Commercial construction is a fast-paced industry where time, budget, attention to detail and close-out are factors in the success and can make or break any project. Prospective clients take notice of CEOs like myself who are trying to make a difference by their approach that that others might not do so. My secret weapon is that most underestimate me.

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

Well in the words of Maya Angelou, sometimes "life's a bitch. You've got to go out and kick ass." And of course, never take "no" for an answer which means one of my strengths is being persistent. If you think you are making a few calls and opportunity is going to come knocking well I got news for you. You should know how to market yourself as somebody knowledgeable and persistent! It is widely known that women are naturally more detailed so that makes for a perfect characteristic in this industry. Sometimes it good to have change... men usually designed the buildings, poured the foundations and operated the machinery but no more. Although many doors are still closed due to those people that have resisted change just have many are open now and interested in new people, new ideas and not doing it the way it's always been done.

What trends are you seeing so far this year?

Corporations are open to hiring new companies that have strong leaders that have new ideas that don't necessarily do things in an obsolete fashion. Of all businesses, the construction industry seems to have not developed with the times, even with social media. This is something I've taken advantage of.

What do you do for fun?

I love to drive and blast Guns & Roses, Soundgarden and Metallica and love rock concerts. Love to travel and always looking to build something, whether a building or brand at any given time. I'm a product inventor as well, and created the Barbara K line of tools for women. Currently I'm working on my third book, "Skyscraper" which will be out next year.

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