



2018 Ones to Watch: Kristen Crossman, Associate at CBRE - New York City Office

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Name: Kristen Crossman

Title: Associate

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Year that you entered your current field? 2016

How do you contribute to the future of your industry?

The “retail apocalypse” has become a ubiquitous notion, but retail is not dying – how physical retail exists is being transformed. Brick-and-mortar is a one-dimensional approach to retail, while the omnichannel platform is three-dimensional, requiring multiple facets to work cohesively to produce success. My focus is helping facilitate the retail evolution, rather than disseminate the negative conceptions, by evolving our services. I want to help shape how retailers approach real estate and center the focus on creating the right synergies between their online and physical platforms to foster longevity in their growth and consistency in our real estate markets.

How do you motivate or inspire your colleagues?

I strive to take a very optimistic perspective on most aspects of my life. In the wake of this alleged “retail downfall,” I prefer to have a positive outlook and work towards solutions to inhibit the downfall from affecting our core business.

My positive energy keeps me motivated to put in the extra time and to work past my limits because I don’t fear the ceiling restricting me. I believe my dedication and tenacity to being successful in this career helps spread the hope that the industry is still very much alive, but needs us as advisers to survive.

How did you get your start in your current field?

I’ve always been enamored by the impact real estate can have on a local economy and a market’s

physical landscape. I studied real estate risk management at Penn State and ultimately found myself in a retail research role, knowing very little about retail.

I found that retail is not only subject to traditional economic metrics, but also to psychographic trends and shifts in the consumer mindset, which aren't always quantifiable. The metamorphic nature of the industry fascinated me and I sought to work with an industry veteran that understood the interactions of these components.

Who or what do you attribute to your success?

The CBRE platform has played a huge role in my success, as it has challenged me to practice divergent thinking to evolve our service offering and to stay relevant in this changing industry.

The retail market is incredibly dynamic and, with the rise of e-commerce, determining how to advise our clients is crucial to staying competitive. CBRE has made a tremendous effort to develop new resources that have enabled us to consider solutions from alternative angles and to be creative with our approach to new business and problem solving for existing clients.

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