



2019 Ones to Watch: Liz Lash, CBRE

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Name: Liz Lash

Title: Senior Associate

Company Name: CBRE

Address: 200 Park Avenue New York, NY 10166

Real estate organizations: Commercial Real Estate Women's Network (CREW), CBRE Tri-State Women's Network, Board of Directors

Who or what do you attribute to your success?

Being fortunate enough to have participated in CBRE's 15-month Wheel Program, which is a highly selective rotational platform designed to give a well-rounded foundation in the industry, has played a significant role in my continued advancement and success. The connections I made with people in the industry, both inside and outside of CBRE, and the knowledge I gained during that experience have been significant in shaping my professional growth.

?What advice can you offer to someone who is just getting started in your industry?

Commercial real estate is a competitive industry and it's easy to measure yourself against your peers, both in the industry and out. I would advise others to remember that everyone's path to success is different, so just work on hard and stay focused on committing your goals.

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

This year I was promoted to Senior Associate, which I consider a huge accomplishment. The first few rungs of the ladder are the hardest to climb, so this significant promotion has been great positive reinforcement.

How have your life experiences impacted who you are professionally?

As one of six children, I evolved into the "family broker," who was the liaison between family members to deliver messages and complete daily tasks. I think this dynamic prepared me for a career as a broker and taught me the most efficient ways to communicate and execute.

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