



## **2021 Women in Professional Services: Zahra Jafri, Lynx Mortgage Bank LLC**

March 23, 2021 - Spotlights

Name: Zahra Jafri

Title: President

Company Name: Lynx Mortgage Bank LLC NMLS#5838

Real estate associations or organizations that you are currently a member of:

VP of MBA; Board member and past President of ESMBA; Past President of NYAMB

What steps have you taken to ensure the continued success of your firm?

Over the past year, we have invested heavily in our digital platform and online presence. With the introduction of our mobile loan tracking app, and the implementation of our online application it has never been easier for our clients to apply and track their loan from start to finish. At Lynx, our goal is to maintain the same level of support both virtually and digitally. As always, our team works to ensure that our dedication to customer care is felt throughout the entire loan process. We take pride in the level of dedication and service we deliver to all of our clients daily.

Why should women consider a career in commercial real estate and related services?

Why not? I don't believe there is any reason women should avoid a career in the commercial real estate industry or any other industry for that matter. Over the past decade, we have made great progress on behalf of all women, excelling in every industry. Some of the most influential members of our industry are women, and that is something I am proud of.

How have you adapted and changed in the last 12 months?

Over the past year, our team has adapted to the fact that certain things are out of our control. We've acclimated to time delays and unforeseen circumstances. Our team remains fully prepared to sustain the same level of efficiency despite recent challenges. More importantly, this past year has shown us just how precious life is, and to appreciate all that we have. We never know what is around the corner or what life will throw our way. In times like these, I believe it is important to count our blessings and remain optimistic and keep pushing forward.

How do you keep your team motivated despite conflicts and obstacles?

My team is extremely self-motivated which has been a major factor this past year. I keep my staff

motivated by constantly providing my support both professionally and personally. I always have their interests at heart. We have made the best of an unimaginable situation. Keeping a high level of morale requires an upbeat and positive work atmosphere. Some days that's harder than others, nonetheless, I'm grateful that I have a staff who supports one another. I take great pride in knowing that my team comes in every day ready to handle any obstacles thrown their way. I see my staff as an extension of my own family, there is nothing I wouldn't do for them.

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