



## **2021 Women in Professional Services: Lisa Radetsky, Phillips Nizer LLP**

March 23, 2021 - Spotlights

Name: Lisa Radetsky

Title: Partner and Co-chair Real Estate Practice

Company Name: Phillips Nizer LLP

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

New York State Bar Association: Real Property Section; Cooperative and Condominium Committee

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

I am a member of the firm's COVID Task Force, which has developed protocols and policies for working remotely and limited visits to the office on an "as-necessary" basis. I also implemented monthly virtual practice group meetings for our real estate group so we can stay connected, share ideas and track goals.

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

It can be challenging, but it also provides opportunities to integrate multiple skill sets. The ability to visualize and understand physical space and spatial relations enhances my communications, both oral and written, with my clients and allows me to help them achieve their objectives.

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

I have had to develop new methods of working to accommodate remote conditions. While I have become accustomed to working remotely, it still creates challenges to working collaboratively with others. I also have to be more creative in my efforts to reach out to prospective clients.

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

I live by the philosophy that one has to just keep at it!

Women have made significant progress in the last year towards equality in the workplace. How do you advocate for your fellow women in real estate?

This is still an industry dominated by men, but women tend to be more creative in developing

solutions for complex issues and transactions. I encourage women in this field to trust their intuitions and advocate for themselves by being an expert at what they do and not settling for the status quo.

What books or social media influencers would you recommend to other women?

I recommend that women in this field read “everything” that they can find so as to better understand the conditions that affect real estate markets. I follow trends in business (not just real estate), because those businesses influence the real estate market. Obviously, in 2020, the big news items were COVID-19 and the elections. Both the pandemic and the outcome of the 2020 election are and will continue to impact real estate markets.

In the past year, what project, transaction or accomplishment are you most proud of?

I have been working advising lenders regarding the restructuring of projects in the current difficult market and trying to develop creative solutions to difficult issues that meet the objectives of my clients and other parties.

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