



2021 Women in Professional Services: Katelin VanVoorhis, RM Friedland

March 23, 2021 - Spotlights

Name: Katelin VanVoorhis

Title: Real Estate Salesperson

Company Name: RM Friedland

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

ICSC,
Westchester March of Dimes Real Estate Committee,
The Pipeline for Women

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

Business obviously slowed down dramatically in March 2020, but I finished the year with a strong Q4 and kept the positive momentum going into 2021. I successfully leased a 2nd generation QSR space in under six months to a new national franchise entering the market during covid, so I not only felt good about that deal but took it a sign of hope for our industry during these times.

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?

I'm part of a wonderful group called The Pipeline that brings together women across the various sectors of commercial real estate in the PA/NJ/NY area for networking, business development, and socializing (virtually these days). I'm supportive of all women in the industry, but have a special bond with many of my Pipeline ladies and we support each other with everything from comps and market intel to sharing job postings for members on the job market.

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

Women by nature are detail oriented and incredible multi-taskers and those traits are essential for a successful career in real estate and related services.

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

Everyone responds differently to challenges and adversity so listening to colleagues and being open

minded about the ways they can individually be most successful is essential.

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

I've had to adjust to working under less than ideal circumstances and constantly push myself to be more creative and adaptive; qualities which I think can only strengthen my business going forward.

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