



## **2021 Women in Professional Services: Alison Luisi, RM Friedland**

March 23, 2021 - Spotlights

Name: Alison Luisi

Title: Real Estate Salesperson

Company Name: RM Friedland

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

Real Estate Finance Association of Connecticut,  
Westport Young Woman's League

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

This past year one of the things that I am most proud of is not business related but personally related. My

seven-year-old daughter was struggling with numbers and anything math related. This caused me a great deal of anxiety because it was my strongest subject in school. Being home with her during the pandemic I was able to spend one-on-one time with her. Last year at this time we could not even mention the word math without her cringing and yesterday she was so excited to come home and show me how well she did on her fraction test. It was an enormously proud moment for the both of us.

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?

Whenever I meet another woman in the industry, I try to make a connection and foster a relationship. Additionally, when there is someone new starting out, I make an extra effort to meet and get to know them. A cup of coffee is always a good place to start.

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

I just read "Girl on Fire" by Cara Alwill Leyba. It is a fantastic read that is also inspiring. This book is for women seeking to make massive pivots in life. Whether entrepreneurs or stay at home moms there is a message for everyone.

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

Open lines of communication I believe is one of the best practices in any business and especially during this past year. Do not be afraid of picking up the phone and having a conversation with colleagues and clients.

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

Women should consider a career in commercial real estate because there are not many women in the industry, and I believe a woman have many different ideas, perspective, and insights to offer. The other benefit that I see to working in commercial real estate is that you are not chained to a desk. There is a bit more flexibility if you choose to have a family.

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

I have never worked at home before, going to the office was where work was done for me. In the last 12 months I have had to call on self-motivation more than ever. I needed to carve out a space and time for business, parenting, home schooling and working out.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540