



2021 Women in CRE: Julia Lee, Schroder & Strom, LLP

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Name: Julia Lee

Title: Associate Attorney, Property Tax Grievance

Company Name: Schroder & Strom, LLP

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

I'm enjoying the "Investment for Beginners" podcast with Dave Ahern and Andrew Sather. It's a great series of conversations geared toward beginners learning to navigate the market but it is just as insightful for seasoned value investors looking for investment ideas. I would also recommend "The Intelligent Investor" by Benjamin Graham. It teaches investors how to minimize losses, maximize gains and prevent speculative, emotional investing. There is also Dottie Herman's podcast, "Eye on Real Estate," which is an informative way to stay up-to-date on current real estate trends by one of the most successful women in the industry. Lastly, I would recommend "Shark Tales" by Barbara Corcoran. It's a light, funny, inspirational read that is motivating for any woman.

Tell us a thing or two about you that is NOT on your resume or LinkedIn profile?

I am an avid Brazilian jiu-jitsu practitioner. There are many lessons from jiu-jitsu that I've applied to my professional life. It teaches you to prioritize effective, practiced techniques above frivolous shortcuts. It rewards you for forging on when it would be easier to give up. Most importantly, it trains you to remain calm amidst chaos. It is also a great resource for building soft skills. You build relationships and trust with your training partners in the same way you would with your clients and coworkers because you have a common goal and you want to help each other succeed. It's a great way to understand and appreciate that although you are an individual in the game, success is almost always a group effort.

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

Above anything else, I'm very proud that my clients feel well-informed and cared for. Property assessment litigation is a very niche but necessary area of commercial real estate. It can be confusing and frustrating to navigate the process of grieving one's commercial property taxes without proper guidance. This is further impacted by the confusion brought on by the ongoing pandemic. I'm happy knowing I can give my clients the confidence of knowing that I will maximize their results to the fullest extent possible.

How do you contribute to your community or your profession?

I have benefited greatly from exceptional mentorship and now enjoy being a resource to students and new attorneys seeking advice and guidance whenever I am asked.

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

I'm very fortunate to be supported by such a great team. What works for us is that we have clear lines of communication. We meet and discuss our statuses on a regular basis. We always have a good idea of what everyone around us is generally working on. We are aware of each other's goals and actively support each other to achieve them. This lays a great foundation for any conflicts or obstacles we may be confronted with because we know we can and will work through them together.

How do you advocate for your fellow women in real estate?

I've met many smart, driven women who just need a foot in the door to get their careers started or

reach that next level. I do my best to network through local, national and international organizations to connect people as much as possible in the hopes that these connections will open these doors for my fellow women.

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

In 2019, the Commercial Real Estate Women's Network published an industry research paper that showed companies in the top 25% for gender diversity were 15% more likely to have financial returns above their industry medians; innovation was six times higher where workplace culture was most equal; and changing board composition to include 30% female representation could add 6% points to a company's net margin. As financial benefits due to diversity in the work force becomes increasingly evident, opportunities for female leaders will continue to grow. It is important for hard-working, determined, detail-oriented women to begin, develop, rise and ultimately lift others to meet these opportunities.

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