



2021 Women in CRE: Lauren Tisdale, X-Caliber Capital

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Lauren Tisdale

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

Our team has expanded rapidly in the past year, including adding two new lines of business. Helping get those lines of business off the ground has been a very rewarding effort, but if I had to pick one transaction or series of transactions this year, I would say providing financing for almost \$113 million in affordable multifamily housing for a repeat customer has been incredibly satisfying. While the COVID-19 pandemic has created a nationwide housing crunch, it is gratifying to know that our work contributes to maintaining and expanding the availability of affordable housing in communities that desperately need it.

How do you contribute to your community or your profession?

Along with my family, I am active in the local and national Cystic Fibrosis Foundation (CFF), which is a cause that hits close to home for us. I have met so many wonderful people that are part of that organization and have seen firsthand the ongoing wonders that science can create as the CFF community is at the forefront of so many different types of research, some of which have crossover relevance for the current COVID-19 pandemic.

I have also joined the Advisory Board of Nerdy Girl Success, Inc. (NGS), a not-for-profit board based in Texas with a mission of preparing young women from all backgrounds to become leaders and decisionmakers in the fields of business, politics, science, the arts, and more. I was drawn to NGS's mission and its programming and hope to help them inspire girls and young women to follow their dreams and reach for their goals in fields where women have historically been underrepresented.

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

At X-Caliber Capital, we don't encounter many conflicts. Thankfully, we're a small group of well-curated individuals where the softer attributes of personality and the ability to work together are just as important to our success as the harder, more traditional skills. That being said, the COVID-19 pandemic has obviously presented unprecedented challenges to everyone's business models. I have tried to keep our team motivated during the many months when we were more "remote" than expected by actually picking up the phone and talking one-on-one (or having a one-on-one video chat). While remote work is great, there's just something about the personal touch an individual connection creates that can't be replicated.

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

I have historically worked in healthcare real estate, where there is a great concentration of women leadership. To that end, I have always looked to promote women-owned and women-run businesses in our space. It's a natural fit. I also participate in several online forums where I contribute to educating women in real estate, and I enjoy hearing from other women in real estate and what they're seeing in the space.

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

My dad gave me the book, "Knowing Your Value: Women, Money, and Getting What You're Worth," by Mika Brzezinski several years ago. It really resonated with me and is so well written by a woman working in a traditionally male-dominated field. One of the female influencers I follow online is Sallie

Krawcheck. I love what she's doing with her Ellevest platform, and I find her experiences so inspirational.

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

Real estate is a great place for women to show their entrepreneurial spirit and feel like they're contributing in a positive way in their communities. Whether it's creating new jobs, developing new spaces, or providing much needed housing for families in their communities, it's a great way to make a living and meet the needs of your community. It's also something that will always be in demand. The basic fundamentals will always be the same, and once you've got a good understanding of those, the sky is the limit!

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

I originally thought I was going to be a biochemist and I started college studying organic chemistry and related classes. I ended up with degrees specializing in ancient history and political studies, and soon thereafter, I realized law school was the place for me. I'm an avid runner, but I wasn't always. I started running when I turned 30 and have logged hundreds, if not thousands of miles since then, on multiple continents and in several countries!

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