



2021 Women in CRE: Alexandra Curtin, B6 Real Estate Advisors

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Name: Alexandra Curtin

Title: Investment Sales Associate

Company Name: B6 Real Estate Advisors

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

Looking back at this past year, I am most proud of my team and I arranging the sale of 26 Sherman Ave., a 100' x 100' development site in Washington Heights. This one-story medical building will be transformed into a 50,000 s/f mixed-use building. After a competitive bidding process, we ultimately achieved a near-record setting price per buildable s/f for Washington Heights at \$165 per buildable s/f. Obtaining a premium price for our clients is an accomplishment that my team and I are very proud of. Put under contract in the depths of the pandemic, this deal represents a positive sign for Upper Manhattan's future and is one that I feel honored to have played have a role in as New York City makes its comeback.

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

I was a competitive Division I long jumper/sprinter at the College of the Holy Cross and broke multiple school records. I also had original plans to go to law school right after college, however, I decided to try out real estate first and I'm very happy that I did!

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

One of my favorite female social media influencers is @mrsdowjones (also known as Haley Sacks). Using humor and relatable everyday financial decisions, she does an excellent job of teaching women (and men) small financial tips that can go a long way. A very powerful book that I think all women should read is Brené Brown's "Dare to Lead." This book teaches courage-building in the workplace and the importance of vulnerability, two key concepts that many women tend to struggle with, especially in male-dominated industries.

How do you contribute to your community or your profession?

I am a mentor for Project Destined, which is a virtual internship program for diverse, high school and undergraduate students. Being able to share my knowledge/experience in real estate and watch students grow over time as young real estate professionals has been one of the most rewarding experiences of my life. In addition to being a Project Destined mentor, I also regularly attend

REBNY, YREPNY, and YM/WREA events, including those that involve volunteering in the New York City area.

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

I keep my team motivated in times of struggle by maintaining a positive attitude and concentrating on what I can control instead of on factors that I cannot control. I like to focus on long-term goals instead of short-term obstacles. Keeping consistent communication within my team is also crucial in maintaining team unity and motivation during times of adversity.

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

I advocate for my fellow women in real estate by connecting with and supporting as many women as I can whether that be through networking events, social media, or phone calls/email correspondence. I truly believe that the more connected the wider community of women in real estate is, the more empowered we can be as a united force in a male-dominated industry. I am also an active member of Girl Gang, which is an organization based in New York City of over 900 women.

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

Women should consider a career in commercial real estate because the CRE industry desperately needs better representation of female leaders! There is so much room for growth and opportunity for women in this male-dominated industry. In addition, women tend to be more empathetic than men, and I think that empathy is such an important quality for success in commercial real estate, as it is very relationship based and requires great patience.

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