



**2022 Women in Professional Services: Logan Boenning,
Investment Property Realty Group**

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Logan Boenning
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In the last 12 months, what was your TOP career highlight? Successfully brokering the sale of a mixed-use building in Manhattan's Hell's Kitchen. In January 2020, a fire broke out, leaving the building uninhabitable and with extensive damage to every unit. After working through title issues and other obstacles, we were able to close the transaction and deliver the best result for our client.

In the last 12 months, what ONE award were you most proud to receive? Being named IPRG's 2021 Rookie of the Year award meant a lot to me both personally and professionally. Being the only female broker in the office, it has been a challenge and personal goal of mine to prove myself in this male-dominant industry, and I'm glad to see my hard work and consistency isn't going unnoticed.

What advice would you give the next generation of women in your industry? I would tell them to capitalize on all opportunities granted and use their strengths to their advantage. The next generation of women in the investment sales space and commercial real estate industry as a whole is going to be the most dynamic and revolutionary group of women to influence the space. Within the last few years, more women are rising to positions of high power and influence, and I believe this trend will continue through the next generation if norms are continuously challenged and boundaries pushed.

In the last 12 months how have you helped your industry grow through professional creativity, innovation, and leadership? I recently represented a female client that expressed her previous experiences with real estate brokers as uncomfortable and less than encouraging. She felt as though they listened but did not hear her and lacked empathy. I have since developed a new approach when both reaching out to and working with clients to make sure they are comfortable every step of the way and keeping compassion and empathy in mind when many brokers often forget. This aspect has greatly impacted me and my teams' successes and changed the way we handle transactions.