



2023 Women in CRE: Deborah Smith, The CenterCap Group

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Deborah Smith
Co-Founder & CEO

The CenterCap Group

What recent project, transaction, or accomplishment are you most proud of? We recently closed on our first proptech deal in the housing space. CenterCap represented Common in their merger with Habyt to create a leading global co-living operator. Common was a tech-enabled multifamily operator and their technology capabilities challenged the conventional way of operating apartments. I learned a lot about technology's growing place in real estate and the value of disruptors who focus on doing old things in new ways – better.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? First impressions matter. Go with your gut. Make the call whether the cultural fit feels right. Everything else will fall into place from there.

Who inspires you most? What qualities do they possess that inspire you? Rosa Parks; success requires holding your chin up high and standing your ground on things that you believe in.

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