



## **2023 Women in CRE: Joanna Rotonde Manfro, Matthews Real Estate Investment Services**

September 26, 2023 - Spotlights



Joanna Rotonde Manfro  
Vice President

What recent project, transaction, or accomplishment are you most proud of? I revived a deal that fell apart at my previous company when I switched firms. Despite the extended timeline and various challenges, I persevered for over six years to finally close the deal. Maintaining a relationship with the owners proved crucial, allowing me to succeed. This experience taught me the significance of persistence and the ability to rekindle and pursue goals. Overcoming asset-related issues with the sellers was gratifying, especially given the elapsed time.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Women should prioritize their specialty, whether that be geography or product type. Next, finding a supportive and comfortable environment is crucial to success in this industry.

Who inspires you most? What qualities do they possess that inspire you? All women in CRE, because it is not an easy road. Specifically, women in this industry who have raised a family while growing a successful business.