



## **2023 Women in CRE: Katelin Van Voorhis, RM Friedland**

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Katelin Van Voorhis  
Real Estate Salesperson

What recent project, transaction, or accomplishment are you most proud of? We all know the saying “time kills deals” and have felt the frustration of a good deal withering on the vine. Given the seemingly longer and longer deal cycles of the past couple years, I’m proud of a turn-key nail salon transaction where I secured above-asking rent and a signed lease less than 7 weeks from posting a “sneak peek” video. It wasn’t a large deal, but completing a transaction that quickly was refreshing!

What are the most important factors women in your industry should consider when choosing a firm to build their career with? I feel consistency is often underrated. A firm with consistent policies, expectations, and accountability for everyone will naturally foster a trusting and respectful workplace culture.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? “Katelin thinks outside the box. She is creative in her approach to working on behalf of her retail clients on both the landlord and the tenant side.” - Sarah Jones-Maturo, President at RM Friedland.

Who inspires you most? What qualities do they possess that inspire you? Our industry can harden people so easily. I’m inspired by anyone who remain humble and empathetic despite enduring the rigors of rising to the top.