

OurCity Hollywood

WE CONNECT COMMUNITIES™  FEBRUARY 2021

A NEW BRAND OF LUXURY LIVING
Is Coming to Hollywood Beach!



HOLLYWOOD FLORIDA
BEACHSIDE
RESIDENCES

FEATURED ON PAGE 21

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“I like to say it’s an attitude of not just thinking outside the box, but not even seeing the box.”
— **Safra A. Catz**


“At the end of the day, you are the only one that is limiting your ability to dream, or to actually execute on your dreams. Don’t let yourself get in the way of that.”
— **Falon Fatemi**

HER STORY

Lilli helps people with one of the biggest financial decisions of their lives- buying and selling property! Being a real estate agent is about building relationships with people. It is not just about showing someone a house; it is about getting to know them personally, figuring out their wants and needs, and helping them find their perfect home. She loves seeing beautiful properties and meeting great people along the way!

HOW HAS BEING A WOMAN AFFECTED YOUR CAREER?

Real estate is a profession where you see a healthy mix of men and women in the field. However, I have run across a few situations where other agents have gotten aggressive with me or talked down to me, which felt like was due to me being a female.

When I found myself in those types of situations, the best thing to do was not to react. I showed no emotion, stayed professional, and remained in control of the situation. With time, the other agent soon realized that their attitude was getting them nowhere. My friendly responses diffused the situation, and they immediately started treating me better.

WHAT ADVICE WOULD YOU GIVE TO YOUNG WOMEN?

Real estate is a great career choice for a woman who is strong and outgoing. It is a fast-paced and adventurous job, where you should expect to be working 6-7 days a week, especially in the beginning. The best advice I can offer is always to be positive and friendly. Your job is to hold the deal together, not just for your client but for all parties involved. As a woman, it is essential always to be calm, professional, and pleasant to everyone.

Whatever career you choose to go with, make sure it is one that you enjoy. I love meeting and working with so many wonderful people through my job, and many have become dear friends. Pick a career that makes you proud of who you are, where you feel that you are a positive influence in your community.



Nadia Alcide

Mortgage Pro & Problem Solver
Mortgage Biz of Florida, Inc.

HER STORY

Nadia helps people realize their real estate goals by providing mortgage financing for purchases, refinances, and investments. She is heavily involved at the Greatest Hollywood Chamber and comes from a lineage of strong businesswomen. Nadia is the third generation and is raising the 4th generation of boss ladies.

HOW HAS BEING A WOMAN AFFECTED YOUR CAREER?

I work in a heavily male-dominated industry. As a rule, I do not allow how I look to determine the places I will go. But, with the changes in the climate toward women and their abilities, I’ve seen the advantages. I’m a go-getter and work hard to understand my business, the changes, the guidelines, and how that translates to being the best professional to our community that I can be.

WHAT ADVICE WOULD YOU GIVE TO YOUNG WOMEN?

You deserve to be in that room! You got this and never let anyone allow you to believe otherwise. Find a tribe that will lift you up always.