

# WOMEN

*In Business*

PRESENTING SPONSOR:



*Kristi Israel*

**Premiere Property Group**



# HOW LONG HAVE YOU BEEN IN YOUR LINE OF WORK AND WHAT GOT *you* STARTED?

"I have been in Real Estate for 5 years. Prior to real estate I owned two Human Bean Coffee franchises. My kids were young at that time. I was running around between both stores like a madman. The scheduling, covering shifts, machines breaking, and late nights started to take it's toll. It just got to the point where I was like, 'Okay, I need to de-stress and find something that I enjoy, that allows me to spend more time with my kids and my husband.

My husband was instrumental in pushing me to get into real estate. He's been in sales since college and had brought this up years ago and I was just too scared to do it, honestly. After running my businesses for 11 years I decided it was time for a change."



# WHAT IS A CHALLENGE *you* HAVE HAD TO OVERCOME?

"Honestly, I would say the fact that I am extremely introverted. My friends and family probably don't think of me as that but I am. Running my businesses included more behind the scenes work, bookkeeping, scheduling, ordering, etc.

So, getting into Real Estate has been a huge leap of faith for me because you're building relationships with clients, you're getting to know them on a personal level. It's been really good for me, but it's been a huge challenge that I've had to overcome."

**AS WOMEN WE OFTEN DON'T BRAG ABOUT OURSELVES. TELL ME SOMETHING YOU'VE DONE THAT *you* ARE PROUD OF.**

**"I am proud of the fact that as a young entrepreneur I was and have been able to give back to the community that helped raise me. I went into business at the age of 27 and the most important thing to me has always been staying involved with our community."**



# WHAT IS ONE THING YOU WISH YOU COULD TEACH ALL YOUNG women?

"I know it sounds cliché, but go after your dreams. I changed my mind multiple times when I was in college as to what career path I wanted to take. I started out with Nursing and then I wanted to go into Health and Physical Education and finally ended up in business. I am extremely happy in my career but looking back I wish I wouldn't have doubted myself. Don't let anybody tell you you can't do something. If it's really what you want, stick with it. Success will follow."

# WHO INSPIRES YOU AND WHAT DRIVES *you?*

"When I got into real estate I met an amazing realtor in Portland. I looked up to her as a mentor. She is my age, is a mom, wife, and a very successful realtor. She's now dually licensed in Oregon and Arizona, and has built an amazing business for herself. Real estate is one of those businesses that you learn as you go. You're not going to know everything when you start out. Every transaction is different, every client is different and she was instrumental in guiding me and being the positive push I needed.

My husband drives me. He's always been my biggest cheerleader. He's always there to give me the push I need. He has been extremely successful in his sales career and he drives me to work hard and be the best I can be."

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*"Advice for women? Go for it. Do your thing. Don't hold back" - Lori Lum*

*"Be strong, yet willing to take chances" - Julie Lum*