

AZCREW MEMBER SPOTLIGHTS



Vicki Etherton

President, Landmark Title Assurance Agency

Years in commercial real estate: 25+

Years as an AZCREW member: 9

AZCREW holds mentorship and professional relationships among its highest values. During your career, what is a particularly memorable mentoring experience or advice you received?

Early in my career I worked with a woman 15 years my senior and she became a mentor that I have continued to work with throughout the years. She treated me as an equal and often partnered with me on deals. She wisely advised me, "All things being equal, people like doing business with people they like and trust." I find her words to be true to this day.

How do you feel AZCREW membership has aided your professional success?

I joined AZCREW years ago, because it was one of the only industry organizations that focuses on developing women in the industry and providing an opportunity for us to connect. As a member, I have learned a great deal from the speakers and enjoyed access to industry leaders in a small venue. People I have met through AZCREW have become clients and friends.

Since this is an organization that focuses on the advancement of women in commercial real estate, I'd like to know if you feel gender factors into the way you view professional achievements. How has being a woman been an advantage or disadvantage? Has this changed over the course of your career? Where is there still room for gender equality to grow in the industry?

The title industry has historically been more female dominated and female friendly, even on the commercial side. Individuals are rewarded for skill and talent, so gender does not come into play when it comes to professional achievement. On the other side, the clients are definitely male dominated. On both sides, I am seeing a change with more men working in the title industry and bright young women entering commercial brokerage firms. There is definitely still room for growth in gender equality in both areas of the industry.

What noteworthy achievements or career milestones have you completed that I may be able to highlight in the story?

When I started in the industry as a part-time runner, I never imagined I would end up building a career and helping expand our commercial title business in the Phoenix market. My most notable achievement was this past year when I was named president of Landmark Title Assurance Agency.