

Meet a Member

Erica La

Director, Asset Management

Realstar Group Inc.

416-346-5173

erica.la@realstar.ca



Where do you work and what is your role there?

I work at Realstar as a Director in Asset Management. We manage multifamily properties across Canada. I also manage our company's ESG initiatives. I come from a Finance background (CA, ex-PwC), so I haven't been in this role very long, but have been enjoying it a lot.

What areas of commercial real estate do you specialize in?

I'm currently focused on managing several multifamily assets in an Asset Management capacity, but previously also worked on a large land lease portfolio in a Finance capacity.

What do you find is most satisfying or challenging in your role?

The most challenging part of my role is definitely managing all of the different teams that I lean on to do my job properly. The most satisfying part of my role is being able to work with a fantastic team of people that I consider both colleagues and friends.

How long have you been a CREW member and what do you get most out of being a member?

I joined CREW in December 2019, because I have heard a lot of positive feedback from other women who I've met that were part of the organization. I think it's great to be able to talk to other women in real estate about the stories that are somehow universal among us with no judgment.

I would like CREW members to call me whenever they need . . .

...a person to bounce ideas off of, a person to chat with to take a break from a stressful day, or a person to lend a helping hand to make something amazing happen!