

# CRAIN'S

## DETROIT BUSINESS

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### CRAIN'S 2019 NOTABLE WOMEN IN REAL ESTATE

**Crain's Notable Women in Real Estate** have brokered some of the region's biggest deals, financed major projects, grown portfolios and changed the face of neighborhoods and communities across metro Detroit. They are designers, architects, construction managers, teachers and unquestionably leaders in what has historically been a male-dominated field.

## ELIZABETH CARLSON MCCRIRIE

- President and COO, Beztak Properties, Farmington Hills
- Education: Bachelor of Arts, Western Michigan University



Elizabeth Carlson McCririe knows how to differentiate motion and results.

She is responsible for Beztak Properties' entire management division, including residential and commercial properties, and all related overhead support departments. And since she joined Beztak nine years ago, the company has expanded to managing more than 20,000 units and employing more than 1,000 associates from managing 5,600 units and 200 associates.

In the past two years, Carlson McCririe has helped Beztak close on six Class A and three luxury senior living projects and added 23 new fee-managed clients to its portfolio. Last year, the company added COO to her title.

She also is guiding her company around the labor shortage plaguing many industries.

In the past two years, Carlson McCririe and her team have added tuition reimbursement, a training program with 300 classes, an executive leadership program that identifies and provides mentoring to potential leaders and a manager-in-training program that recruits individuals with excellent service skills.

"As an industry associate of 30 years, I have witnessed her impact on the multifamily industry. Her vision to provide innovative technologies and first-class customer satisfaction deliver results and impact their residents and their owners. Beztak Properties, a national company, under Elizabeth's leadership enjoys distinction and respected reputation," said Sheri Bretz, senior account representative at CORT, a Berkshire Hathaway company.