

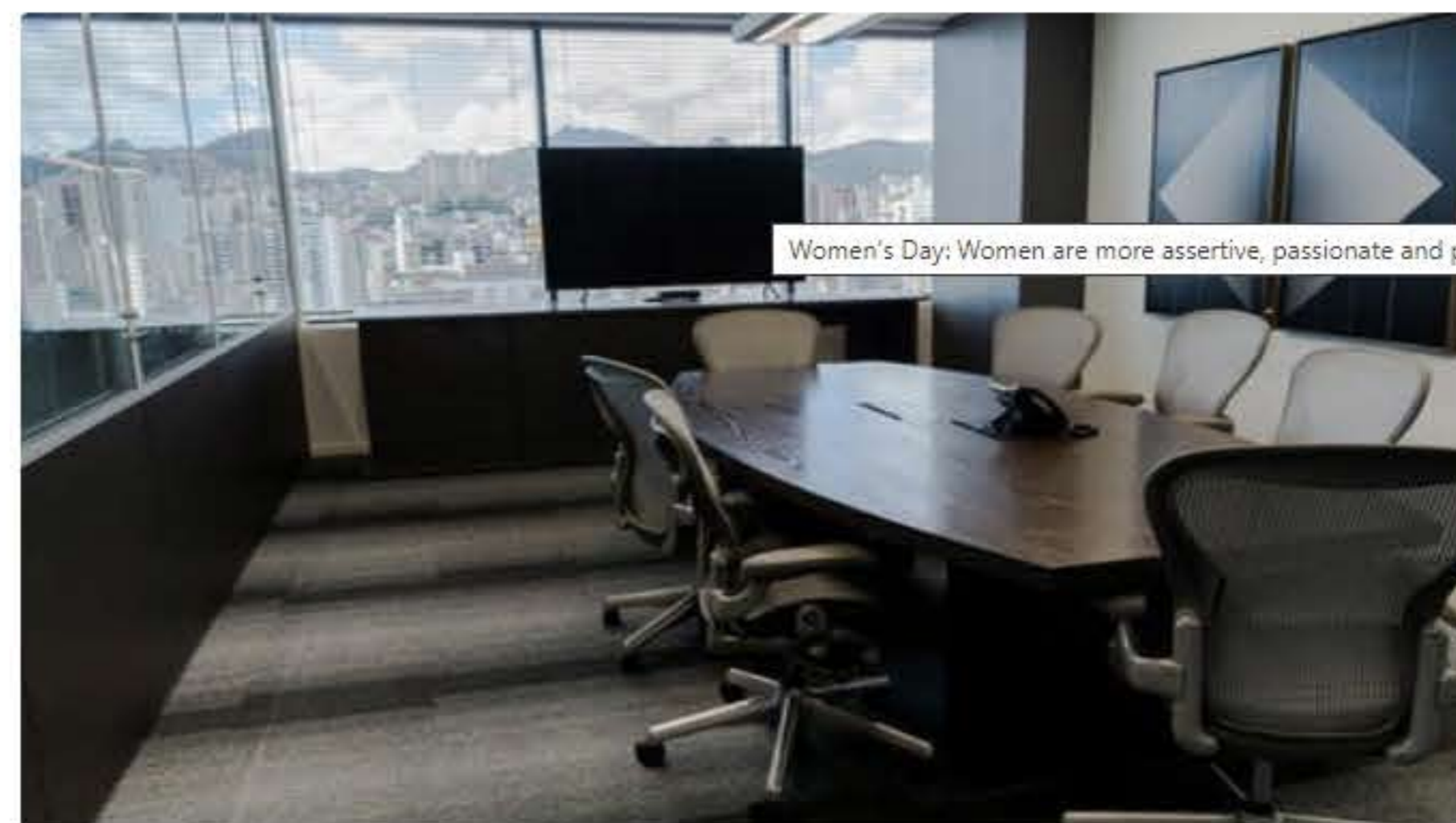
Women's Day: Women are more assertive, passionate and persuasive

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"Whether in meeting rooms or at home, women are extremely underrepresented and are compelled to prove their worth each day," avers Malini Saba, Founder & Chairman, Saba Group in an interaction with 99acres on the occasion of International Women's Day.



Women's Day: Women are more assertive, passionate and persuasive

By **Malini Saba**
Founder and Chairman
Saba Group

6 Views

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industries.

Real estate has had a significant shift in ecosystem, which has led to more inclusion and expansion of female talent across the industry. This change will go a long way in empowering female buyers as well. Women must strive to upskill their knowledge, be driven to accomplish their goals and seek guidance from fellow females. It is essential to encourage women to participate in real estate as that would help bring changes in male-dominated

What inspired you to make a career in real estate?

I get a thrill from touring properties, imagining a way to rework areas, constructing lives inside them to increase the value of the property with a few well-selected upgrades. Whether residential, commercial, or infrastructural construction, experience and communication with people gives you ample opportunity to choose the right niche for your business venture. The growing demand for quality allows developers to explore and use different perspectives in this industry.

How has your professional journey been so far, and what delights you the most about your career?

I have learned about risk investment propositions and uncertainties of business working at the ground level. For decades, real estate was regarded as a man's world and breaking into the industry was difficult for women. We have had an essential shift across the ecosystem in a few decades, including the real estate industry, which has led to the expansion of corporations and the inclusion of female talent.

What are the challenges you faced in the industry?

It hasn't precisely been a cakewalk. In the last 30 years, operating in the male-dominated business, there were instances of not being taken seriously by potential funders. I had to face restrained access to a network, education, social expectations and mentors. After I launched my own real estate startup, I had to run from pillar to post to raise finances for my business as banks were reluctant to lend to me because of my gender. Whether in meeting rooms or at home, women are extremely underrepresented and are compelled to prove their worth each day.

Any tips for women venturing in real estate?

Women have the potential to revolutionise the real estate world by changing workplace culture and marketing practices. Their unique empathy and intuition can give customers a different perspective while making decisions. More female buyers will only exacerbate this trend. Women should strive to advance their careers, seek mentorship and train from other successful women. I want to foster a culture for women in male-dominated areas, so I focus on hiring women in my companies.

I have found women to be more assertive, passionate and persuasive. They have a stronger drive to get things done and juxtapose ideas to set goals in a better manner.

How do you maintain a work-life balance?

I am a disciplined individual and emphasise on my strengths. Prayer is the first and last thing I do every day. After morning prayers, I go for a walk or swim. I like to cook in the evening to relax after a crazy day. The best part is my time with my child and knowing what she did in the day.

What have you enjoyed most about your career?

The real estate industry provides a path to financial freedom, the chance to meet new people, and a flexible schedule. The personal fulfilment of helping people own a place remains unmatched, and only a few careers can offer such satisfaction.

Disclaimer: The views expressed above are for informational purposes only based on industry reports and related news stories. 99acres does not guarantee the accuracy, completeness, or reliability of the information and shall not be held responsible for any action taken based on the published information.



6 Views

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