

## **COMMERCIAL REAL ESTATE EXPERT SHARES PERSONAL EXPERIENCES IN AN EFFORT TO MENTOR OTHERS**

**DALLAS, TEXAS, Sept. 15** - In the newly released book, *Winning Ways in Commercial Real Estate: 18 Successful Women Unveil the Tricks of the Trade in the Real Estate World*, Alice Seale, co-author, and other women share their tips, strategies and real-life experiences to help gain insight in the commercial real estate industry. Seale reflects and shares the perseverance, knowledge and preparation that led her to be successful in the highly competitive field of commercial real estate.

In her chapter, *Keep Your Clothes On and Be Prepared*, Seale draws from her humorous approach to life and the steadfast path she followed as she transitioned from sales in a Fortune 100 company to the pinnacle of her career as a consultant to top retailers and commercial developers. She takes the reader through her tried-and-true methods that form the foundation of building a solid industry reputation, and the economic rewards that follow. In an effort to pay it forward, Seale founded the SMART TALK SMART WOMEN Luncheon, an annual mentoring and networking event for industry professional business women.

“Alice Seale’s successful career is an excellent example of how a great college education is the foundation for pursuing your dreams,” said Mary Sue Tettleton, retired professor of home economics at the University of Mississippi. “Even though Alice, a former student of mine, ultimately pursued a career path outside of her degree program, the knowledge and skills she acquired through her education have remained key to her success.”

### **About Alice Seale**

Alice Seale has more than twenty years of experience developing relationships with national retailers and developers, expanding retail brands and project leasing. Her expertise in the commercial real estate market stems from positions with ING Clarion, Trammell Crow Company, First Hartford Realty, Blockbuster Video, Tuesday Morning and Zale Corporation. Currently, Ms. Seale is consulting with Fantastic Sam’s in the Dallas Fort Worth Metroplex. She is a member of the International Council of Shopping Centers (ICSC) and previously served as chair of the Program Committee for the Southwest Region. [www.sealerealtyadvisors.com](http://www.sealerealtyadvisors.com)

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