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Her journey series: Candida Hoeberichts, managing director, capital raising, at BGO

BY ANDREA ZANDER



Candida Hoeberichts, managing director of capital raising at BGO, recently participated in a special feature highlighting accomplished women in the real estate sector for the Institutional Real Estate Americas publication. She shared her career experiences, provided expert perspectives on the industry and extended empowering guidance to fellow women professionals in the field. While an excerpt of that interview appeared in the print magazine, the entire conversation, lightly edited, appears below.

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What inspired you to pursue a career in institutional real estate, and how did you get started in the sector?

My early fascination with the built environment inspired me to pursue an undergraduate degree in architecture and environmental design. After college, I began my journey at an architectural and engineering firm, immersing myself in the intricacies of design and construction. A serendipitous conversation with a friend opened my eyes to the dynamic world of real estate, leading me to join Cushman & Wakefield in New York City, where I laid the cornerstone of my real estate career.

Joining Cushman & Wakefield was the ideal starting point for my career, providing invaluable insight into the transactional side of the business, including the art of selling and leasing office buildings. Eager to deepen my understanding of real estate, I pursued a master's in real estate finance at NYU. This led me to Merrill Lynch, where I focused on the debt side of the business, gaining global exposure and working with a diverse range of property types. My career journey eventually took me to the investment management side, where I served as a portfolio manager at RREEF (now Deutsche Bank). From there, I transitioned to the investor relations side of the business, where I currently thrive at BGO, helping investors find real estate solutions to achieve their investment goals. In this role, I bridge the gap between strategic investment decisions and investor engagement, ensuring a strong alignment of interests.

What qualities do you think are essential for success in real estate leadership roles?

In real estate leadership, success relies on a combination of key qualities. Effective communication is essential for building strong relationships with teams, clients and stakeholders, while collaboration fosters trust and drives innovation. Visionary thinking allows leaders to anticipate market trends and develop long-term strategies, and data-driven decision making ensures choices are well-informed. Adaptability is crucial in a constantly changing market, and analytical expertise enables leaders to navigate complex financial models and market dynamics. Resilience helps leaders overcome challenges, and ethical leadership ensures decisions align with core values. In an industry historically dominated by men, leadership is defined by the ability to inspire, innovate and deliver results, regardless of gender. Ultimately, successful leadership in real estate is about combining vision, integrity and a deep understanding of both the market and the people within it to drive meaningful, lasting impact.

Have you had mentors or sponsors in your career? If so, how did they influence your path?

I've been incredibly fortunate to have had a group of exceptional mentors and sponsors who have generously shared their expertise, guidance and wisdom throughout my career. From my professors during my undergraduate and graduate studies to my colleagues at C&W, Merrill Lynch, RREEF, Metropolitan, AEW, MREEM and BGO, as well as trusted industry friends, each has played a pivotal role in shaping my path. Their mentorship has been invaluable, providing insight at key moments and helping me navigate challenges with clarity and confidence. I am deeply grateful for their support, which has been essential in shaping my journey and helping me reach where I am today.

How do you approach mentoring the next generation of professionals, especially women, in the sector?

I am deeply passionate about the real estate sector and thrilled to see more women making their mark in the industry. The network of women in real estate is thriving, filled with incredibly talented professionals at every stage of their careers. I am committed to supporting and mentoring women by offering guidance, sharing advice and striving to be a positive role model. As an active member of WIRE (Women In Real Estate) and a member of the San Francisco WIRE Board, I help organize networking and mentoring events that empower and connect women across the industry. At BGO, I am incredibly proud of InvestHer, an employee-led SLC network of 600-plus members dedicated to advancing women's careers in asset management by fostering community, building connections, deepening business insights and empowering growth. It's incredibly rewarding to play a part in their growth and success.

What advice would you give to young women aspiring to enter institutional real estate?

My advice to young women aspiring to enter institutional real estate is to approach the field with determination, curiosity and a willingness to embrace challenges. Work hard, stay focused and see every obstacle as an opportunity for growth. Be proactive — network with as many people as you can, listen intently and learn from the wealth of knowledge around you. Connect with smart, experienced professionals who can offer guidance and inspire your development. The more you engage, the more insights you'll gain, and the more doors will open to exciting possibilities in this dynamic and rewarding industry.

How significant is the increasing presence of women in this sector? Have you noticed any shifts?

When I first entered the industry, there were very few women, and it was common to walk into meetings and conference rooms dominated by men. However, I've seen a significant shift as more women have entered the field, which is incredibly encouraging. The growing presence of women brings fresh perspectives and innovation to the industry, and I hope this momentum continues. I truly believe that real estate offers exciting and rewarding opportunities, and I hope more women find their place and thrive in this dynamic sector.

How do you manage work-life balance in such a demanding industry?

Finding the perfect work-life balance is a constant challenge, especially in such a fast-paced, demanding industry. There are times when you must dive deep into your work, dedicating more hours to your career, and other moments when stepping back to prioritize family and personal well-being becomes essential. Each person's balance is unique, and the key is navigating your career in a way that aligns with both professional aspirations and personal needs. Early on, I was able to focus more intensely on my career, but as my family grew, I learned the importance of striking a more delicate balance. Achieving the right equilibrium is vital for long-term success and well-being. Real estate investment management offers a wealth of rewarding opportunities and the secret lies in finding the role that best supports your individual goals and life priorities.

What strategies do you use to maintain resilience and focus during high-pressure situations?

To maintain resilience and stay focused under pressure, I rely on several key strategies that help me stay grounded and composed. Deep breathing is my go-to technique, allowing me to remain calm and keep things in perspective when challenges arise. Preparation and organization are critical—they provide a clear path and structure, enabling me to approach challenges with confidence. Prioritization is essential—I focus on the most urgent or impactful tasks, breaking them down into manageable steps to avoid feeling overwhelmed. Delegating tasks ensures I'm not shouldering everything alone, allowing

me to concentrate on things of importance. Physical activity, whether it's running, yoga or biking, helps me reset and stay mentally sharp. By combining these practices, I am able to remain balanced, focused and poised to handle whatever comes my way.

Are there any skills or habits outside of real estate that you've found particularly valuable in your career?

I believe that being a well-rounded individual has been an important factor in adding depth and richness to my career. Pursuing interests beyond work — whether it's sports, travel or exploring art — has allowed me to maintain a sense of balance, recharge and stay energized. These experiences provide me with the opportunity to step outside the professional world and embrace new perspectives. I've also found that continuous learning, whether through reading, taking courses, or engaging with inspiring organizations, is key to both personal and professional growth. These activities not only enrich my life but also fuel creativity and innovation, allowing me to approach challenges in my career with fresh ideas and a broader outlook. Engaging in these pursuits has not only been fulfilling but has ultimately made me more effective, adaptable and open-minded in my professional journey.

To read the Her journey feature, click [here](#).