

WOMEN *WHO MOVE* DETROIT



The president and chief operating officer of Farmington Hills-based Beztak Properties, Elizabeth Carlson McCririe, has been working in multifamily real estate for more than 30 years.

At this stage in her career, McCririe is focused on strategic planning and growing talent. “It’s very rewarding to take care of your customers and help associates get promoted from within, while creating new opportunities through company growth,” she says.

Whether creating a vibrant senior living community or a consistent and professional market-rate apartment experience, McCririe works to ensure that Beztak Properties makes a difference by serving people in one of the most intimate places they will experience — their home (and, for the Beztak associates, in their daily work and career paths).

McCririe has plenty of urban experience from living and working in Chicago for more than 12 years, and has recently enjoyed work-

ing on several projects in Detroit with Beztak, which has been a key player in analyzing future downtown opportunities in Detroit and other major metro areas around the country. With residential lofts such as Baltimore Station on Woodward and the Boulevard at Third and Grand, McCririe and her team are poised to oversee the property management of these residential living spaces in the city. “Both of these exciting New Center communities are opening this spring and were developed by The Platform, a private real estate developer that’s driven to do good in Detroit,” she says.

Many redevelopment projects are on the horizon, and McCririe sees opportunities for growth that’s in line with the company’s mission to create and sustain long-term value and excellence in product quality, and to enrich the lives of those served by providing talented associates who are passionate about their professional commitment.

**Elizabeth Carlson
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*President and Chief Operating
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