August 28, 2015

Women in Business 2015: Eliza Solender, President, Solender/Hall Inc.

From transforming a former bowling alley into the Dallas Children’s Theater, a doctor’s office into one of Dallas’ top-rated restaurants and a church publication’s office into the SPCA’s new home, [Eliza Solender](http://www.bizjournals.com/dallas/search/results?q=Eliza%20Solender) has helped shape the face of North Texas.

Founded in 1991, boutique commercial real estate company Solender/Hall Inc. specializes in representing nonprofit organizations and small- to medium-sized companies in the North Texas area.

[Enlarge](http://www.bizjournals.com/dallas/print-edition/2015/08/28/women-in-business-2015-eliza-solender-president.html?ana=e_dal_rdup&s=newsletter&ed=2015-09-30#i1)

Eliza Solender, President, Solender/Hall Inc.

Jake Dean

Best known for their nonprofit work, the certified woman-owned business has worked on hundreds of nonprofit real estate projects.

“I love ribbon-cutting ceremonies and hearing about the impact our efforts have had on the lives of people in our community,” Solender said.

**Describe a moment that shaped your future.** The day I met my husband. Boy, was I a lucky girl!

**How has the corporate business world reacted to you as a woman business leader?** Very well. For example, I serve on the board of directors of Community Trust Bank where I feel very respected and appreciated. It has been a wonderful experience.

**Has that reaction changed over the years?** It only gets better and better.

**What do you anticipate for the future of women in business?** The future looks very good. Women are assuming greater leadership roles in all industries. I think that bodes well for our economy.

**What advice would you give to young women starting their careers in your industry?** I tell each one to get her broker’s license (gives you the freedom to walk out the door and work for yourself); save at least two to three years of living expenses because our industry always has down cycles; pay off your credit card debt (and as quickly as possible your mortgage); and never drive a car that is nicer than the one driven by your boss.

**Solender/Hall Inc.**

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Revenue: Did not disclose

Employees: 3 core members with numerous contractors and consultants

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[http://www.bizjournals.com/dallas/print-edition/2015/08/28/women-in-business-2015-eliza-solender-president.html?ana=e\_dal\_rdup&s=newsletter&ed=2015-09-30&u=kXCEwLitM4yyjMBnaxFDwUI82m1&t=1443624634](http://cp.mcafee.com/d/k-Kr6xAqdEIccK9I6zB5YTsSzsQsLIe9IELCQrCzBZxNyXXNJ6VEVvosjphsdETd7bX3z0VVwTVYxjgliF_Mg-9fjP-ndQGvY4fyjQY_BPqq0VQxtN_HY-UyepLRXBQShPT8ELILILYJt6OaaJS4ul3PWApmU6CQjqpK_fLend7byrbNEVdTdw0wE8Rrz3jWsLy6DDXj5EOxcLW4FOH34XELVtX4TIcll-1uk2V1KAEvixteWbVvPV2CBWlf-27NbHh-AAfxfwsiS6DuaEquaNgrmq208Et3P53_DfUJ104uwsDt5YLsQsBSrJ104dD5g64xEM5pj6S2Noh6NC6xUK760C6L9GEJ104jehoopsjospodAfCjWsy97PZS8aFeeQ8dN8_7BPqbXybVIzmG1EwR0PaTCy4SyCr78hw)