

2023 BOMA Toronto Member Profile

Desirée Norlock, RPA, Director, Property Management, Triovest

Desirée was introduced to commercial real estate when she joined Cadillac Fairview as a Customer Service Officer at one of their North York assets. With no previous CRE industry experience, this entry level job became the jumping-off point she needed to embark on a dynamic career path.

Since that initial introduction, Desirée has remained focused on management in commercial real estate, progressing from customer service to administrative to management roles, and now to her current role of Director, Property Management. Desirée joined Triovest in 2019 as a General Manager and was promoted to her expanded position in 2022.

And as her roles transitioned, so did her ability to gain insights into a variety of asset types, leadership styles and team dynamics by working with different organizations. At Triovest, Desirée sees the potential for personal growth and career advancement. "Succession planning is integral to our management roles," she said, "Triovest's goal is to build innovative teams with growth potential so that we can evolve within our own organization."

With the vast experience she has gained, Desirée also takes the time to give back, share and collaborate with other industry professionals. She dedicates time to attend BOMA Toronto and National conferences, and is an active participant on a variety of committees.

How has BOMA Toronto supported you in your career?

Desirée has relied on organizations like BOMA Toronto to build her knowledge base and her network by actively getting involved. She was introduced to BOMA Toronto by attending some industry events, and later harnessed the value earned through building certifications, BOMA 360 and BOMA BEST program designations. She has furthered her commitment to excellence and personal growth by actively participating in BOMA Toronto's Awards Program as both a candidate and a judge. Desirée's efforts were recently rewarded with a National Pinnacle Award for Customer Service, at 700 University Avenue, in Toronto.

What did winning a Pinnacle Award mean to you personally and professionally?

A great aspect of the Pinnacle Awards is team recognition. Says Desirée, "Winning the Pinnacle Award celebrated our team's commitment to excellence and reinforced Triovest's value proposition (also shared by its partners), to go above and beyond for our tenants."

Like many CRE leaders, Desirée strives for the highest standards in all that she does, and views winning an award as confirmation for a job well done, for both the organization and the teams involved.

When asked why others should consider entering awards programs, Desirée sums things up saying, "It's very gratifying and a privilege to be recognized by my peers within our industry. I encourage everyone to get involved. Preparing your entry is time well spent!"



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