



Member Spotlight

Lucinda Lilley

Bridging Influence



A History of Service to Our Industry

- CBPA board member since 2023
- 2023 – 2024 Regional Vice President for Institute of Real Estate Management (IREM) Region 11, encompassing chapters in California and Hawaii
- Past President of IREM San Diego
- Past President of Southern California Rental Housing Association
- Founder and CEO of Bridging Influence in Southern California. Bridging Influence provides Asset Management, Coaching, Teaching and Consulting in the Rental Housing Industry.

How long have you been in this industry?

I have been in the real estate management industry since 1986 - mostly residential, however, some mixed use and small commercial.

What do you enjoy most about your work?

Helping owners and managers of real estate find their objectives and how to reach them.

Outside of work, what do you do for fun?

Travel and adventure!

Fun fact: What's something people may not know about you?

I live on a yacht.