

# Self-mastery essential in driving your growth - Sumenthree Moodley, L2D

 By [Sindy Peters](#)

6 Aug 2021

Having started her career at Liberty Two Degrees (L2D) in 2012 as a property analyst, Sumenthree Moodley has since worked her way up to a more senior position at the company, currently serving as its head of analysis. This includes overseeing the monitoring of operational performance of the portfolio, analysing trading patterns and financial returns against budgets and benchmarks.



Sumenthree Moodley, head of analysis, L2D

This Women's Month, we chatted to Moodley to find out more about her role at L2D, her favourite trend in the sector right now, and how the organisation is supporting and empowering women in the property sector.

## ■ Tell us a bit about yourself - your background?

**Sumenthree Moodley:** I have an investment analysis and management background. Prior to joining L2D in 2017, I was a buy side listed equity analyst for eight years. During that time, I covered various sectors including food producers, retailers and property portfolios on the JSE.

## ■ Describe your role at Liberty Two Degrees - what does a typical workday look like for you?

**Moodley:** I have a dual role in terms of heading up the analysis and investor relations functions at L2D. It involves having a deep understanding of our portfolio data, market, peers and trends to enable data-driven decision making in order to drive investment value. A typical day involves research and analysis, supporting and guiding my team and contributing to the implementation of strategic initiatives, while ensuring that my goals and outputs are aligned to the strategic value drivers of the business.



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■ **What do you love most about working in the property sector?**

**Moodley:** There are a few things. It is tangible – people get to experience property in some shape or form every day.

*"It is also often a store of value for many and also that it is ever evolving."*

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■ **What's your favourite trend in the sector right now?**

**Moodley:** The meeting of two minds with regards to omnichannel offerings – bricks & mortar and digital can comingle and thrive to enhance the experience of consumers. And I believe data analytics can be a cornerstone to enhance the relationship.

■ **When you're not busy working, what do you do for fun?**

**A:** I like spending time outdoors with my family - my husband, an energetic two-year old son and a lazy English bulldog.

■ **How can we drive greater gender parity in the sector?**

**Moodley:** A World Economic Forum Gender Parity strategy resonated with me recently. Its ethos was Commit, Embed, Scale.

*"Acknowledge the bias at all levels of organisations and the sector, ensure buy-in on how to address it through clear initiatives and ensure that there is accountability in implementation."*

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■ **Based on your experience, what advice would you give to women pursuing a career in property today?**

**Moodley:** I often consider the quote by Rosalynn Carter that I believe applies to any woman and not just those in the property industry: "You have to have confidence in your ability and then be tough enough to follow through." Confidence, determination and grit.



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■ **How is Liberty Two Degrees supporting and empowering women in the property sector?**

**Moodley:** Liberty Two Degrees is committed to supporting sustainable and inclusive economic growth and aims to enhance a positive social impact in the communities in which it operates. As at 31 December 2020, L2D has implemented a focused procurement spend on 30% Black female-owned exempt micro enterprises and qualifying small entities.

One of our partners whom we have provided with the necessary resources to propel their business forward is Akandi, a woman owned office solutions entity. Akandi has supplied workplace furniture to the new L2D office, and L2D has further provided resources in order to propel the Akandi business forward from an enterprise development perspective, aiding in taking the business to a sustainable enterprise.

L2D is also a key sponsor of the WPN Board Masterclass series targeted at senior female professionals in the real estate industry and is aimed at accelerating the readiness for women to meaningfully participate on boards of JSE-listed companies.

■ *Do you have any pearls of wisdom to share this Women's Month or words of encouragement?*

Moodley: "We cannot change what we are not aware of, and once we are aware, we cannot help but change." ~ Sheryl Sandberg.

**"** *Self-mastery in terms of understanding your strengths, weaknesses, blind spots, what brings you joy or dampens your spirit is essential in driving your growth.* **"**

It's not about just knowing them; it's owning them and working on them to best benefit and support the season that you are currently in.

#### ABOUT SINDY PETERS

Sindy Peters (@sindy\_hullaba\_lou) is a group editor at Bizcommunity.com on the Construction & Engineering, Energy & Mining, and Property portals. She can be reached at [sindy@bizcommunity.com](mailto:sindy@bizcommunity.com).

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