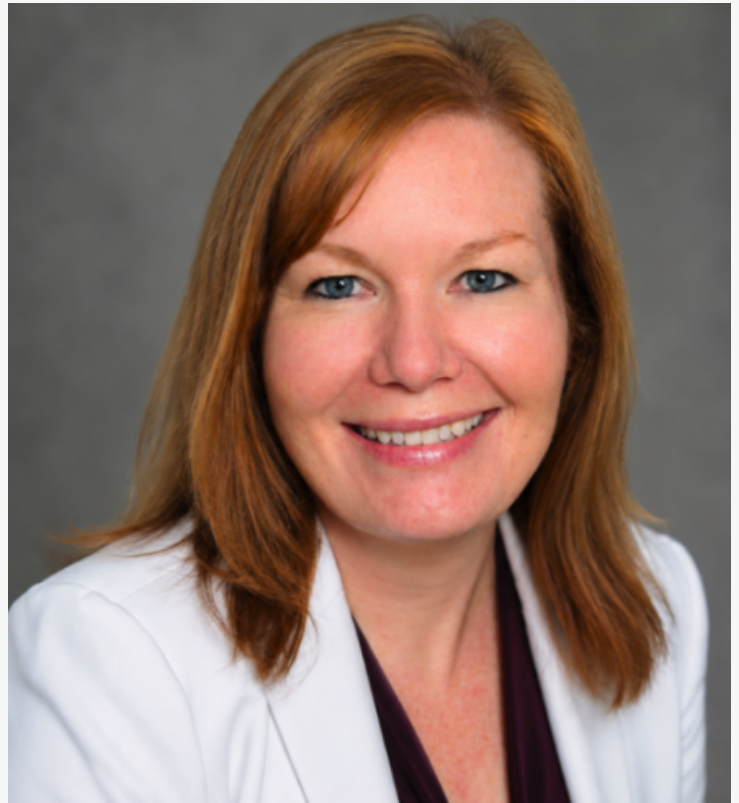


Influential Women Recognizes Janice Greenley: Expanding Access To Passive Wealth Through Commercial Real Estate

LUCAS, TX, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Dallas-Based Entrepreneur, Investor, and Energy Broker Helps Professionals Pursue Diversification, Passive Income, and Long-Term Wealth Through Strategic Real Estate Opportunities

Janice Greenley is a Dallas-based commercial real estate entrepreneur, investor, and utility and energy broker dedicated to helping busy professionals build passive wealth and pursue greater financial independence. As Co-Owner of Green Root Capital alongside her husband, Carl, she focuses on commercial real estate investments, particularly multifamily and self-storage assets, providing investors with opportunities to diversify beyond traditional markets.



Janice's entrepreneurial journey took a significant turn during the COVID-19 pandemic when she and her husband launched Utility House, a utility brokerage company providing energy and internet connectivity solutions to businesses and property owners across the United States, with a strong presence in Texas. The success of Utility House ultimately created a foundation for the couple to expand into commercial real estate investing and fund management, opening additional avenues for investors seeking stable, tax-efficient passive income opportunities.

Before entering entrepreneurship, Janice spent more than two decades in the IT recruiting industry. Beginning as a top-performing recruiter and progressing into senior leadership positions in talent acquisition and client relationship management, she developed extensive experience working with professionals and organizations through periods of growth, layoffs, career transitions, and economic uncertainty. These experiences helped shape her passion for

helping individuals develop a “Plan B” through alternative investments and passive income streams.

Today, Janice specializes in commercial real estate syndications, capital raising, due diligence, asset management, and investor relations. As an active general partner, she is recognized for her conservative underwriting approach, hands-on operational involvement, and commitment to transparency and investor accountability. Her approach emphasizes carefully evaluating opportunities, understanding potential risks, and maintaining disciplined investment standards.

As her experience and investor network have grown, Janice has expanded into fund management, providing investors with access to carefully selected commercial real estate opportunities. Through a hands-on and disciplined approach, she focuses on strategic investment selection, conservative underwriting, and long-term wealth preservation. Her goal is to help investors confidently diversify their portfolios while pursuing opportunities aligned with their financial objectives.

For Janice, success is rooted in more than financial results. She attributes her achievements to consistent hard work, a strong commitment to the people around her, and a deep sense of faith that guides her decisions. She believes God continually provides for her and approaches her work with a commitment to giving her best, sharing her knowledge, and supporting the growth of others.

Janice also believes in leading with compassion and clarity. The career advice that has influenced her most is to take pride in who she is and the work she does while focusing on making a positive difference through her actions and contributions. She encourages young women entering the industry to support one another authentically, build genuine relationships, remain grounded in their values, and intentionally pursue the skills and experiences that will help them grow.

Looking ahead, Janice sees a significant opportunity in helping professionals better understand pathways to becoming equity partners in high-performance real estate. With increasing interest in ownership, wealth-building, and long-term equity participation, she is committed to helping individuals approach that transition with clarity, strategy, and confidence.

Stewardship and integrity remain central to Janice’s professional and personal philosophy. She believes in being fully involved and informed in every aspect of her work because of the responsibility she carries toward investors and partners who place their trust in her. She also emphasizes taking excellent care of the people around her and operating from a deep sense of faith.

Driven by faith, discipline, and a long-term perspective, Janice Greenley continues to help investors explore opportunities beyond traditional markets. Through Green Root Capital and her

broader entrepreneurial endeavors, she remains focused on creating pathways toward diversification, financial freedom, and lasting generational wealth.

Learn More about Janice Greenley:

Through her Influential Women profile, <https://influentialwomen.com/connect/Janice-Greenley>, or through her profile on Green Root Capital, <https://www.greenrootinvestments.com/about>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

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