



HEATHER MORRISON
CEO | MAP Strategies
[Read Heather's Bio](#)

Though our world seems apocalyptic, I believe we can overcome the COVID-19 pandemic. My heart goes out to all of those suffering, and the medical heroes and essential workers, including construction crews, on the frontlines. I have been constantly questioning how MAPS, as architects and real estate professionals, can help. I also thank those who have contributed to building extra medical facilities and innovated to heal the sick and dying in this crisis.

Going into 2020, the Chicago real estate market was strong; we and our clients applied for and pulled a record-breaking number of permits in January, February, and March.

Managing risk and constantly pivoting in the market and in life is what real estate professionals are made of. In our way, we all are uniquely qualified to take on this crisis and adapt quickly. I've proudly witnessed architects, developers, City officials and my own staff ramp up the remote work platform seamlessly and be efficient to keep projects moving forward.

The next 2-3 months and through the summer is make-or-break time for getting shovels in the ground for 2020. Because construction in Illinois is considered an essential business, the projects that went through the compliance approvals in 2019 and early 2020 are moving ahead. For the newer projects, they will go forward, it's just a matter of time and strategy.

We will figure this out, we always do. Our nation and our industry thrives on strength of heart and we have the gumption to innovate and improve our way of living in a modern society that protects our earth and humanity. As architects and real estate professionals, we have an opportunity to build a better life. Through understanding that we are all vulnerable, that we are all human, love and perseverance will win. This is a wakeup call and we will rise up to the challenge.