



Charlotte

WLI Champions Profile

Name Nicole Frambach
Title General Manager Land Acquisition
Company NVR, Inc
Discipline Homebuilding

Describe who or what has been a key influence in your life.

I attribute my strong work ethic to my father and growing up on a farm.

What do you see as the next big challenge as an industry?

We have so many challenges today that we have been fighting against / working on for years, decades even. There are so many limiting factors to development. There are so many people in need of housing. There are always shifting demands on product and location, but I think the next big challenge that we will face is Leadership. There are a lot of active individuals in the industry who have been involved in decision making, policy writing and forward thinking endeavors. We need to continue to raise up the next generation to be prepared as some of those leaders transition to the next phase of their lives.

What is your secret talent?

A willingness to do things that other people don't want to do. I'm the person that my friends call to clean out their gutters.

What is your take on championing others?

I think it is so important to help raise up others around you. I have been involved in the WLI Mentoring Program for two years both as a mentor and as a mentee. Being able to share wisdom while learning about new perspectives is an amazing opportunity. Additionally, it is important to remember that there are opportunities in daily life to help and support coworkers, associates and others by sharing your knowledge, providing positive reinforcement and sometimes just giving people a chance to shine. You never know what kind of doors might be opened by giving someone 5 minutes of your time.

What is one word that captures you?

Resilient