



ULI New York's Women's Leadership Initiative October 2020 Newsletter

To The ULI New York WLI Community:



This newsletter finds us all in the seventh month of a long, strange and difficult journey. While each of us has been stretched and challenged in unique ways this year, I believe we are on a collective journey to a different place, not simply experiencing a finite interruption to an otherwise unchanged way of life. We have the opportunity to shape this journey in order to further the [mission](#) of WLI-New York and more specifically, to foster community in a time of remote work.

Having assumed the role of Chair of WLI- New York on July 1st, I am honored to help shape that journey. Our Committee Co-Chairs and Members are exceptional, and collectively we are resources for all of you. If you are a female-identifying member of ULI New York, you are already a part of the New York WLI community. We look forward to doing this work together.

In furtherance of our mission, we will continue to showcase real estate women in leadership, with a focus on those that provide creativity and solutions in times of crisis. This is a time to double-down on our efforts to foster community and a supportive network. Like most others, our industry has faced lay-offs and disruption. It is our goal to provide the type of community in which WLI members make concerted efforts to facilitate women's career advancement. We also ask everyone in our greater ULI network to engage in regular efforts to support female professionals by making business introductions, capitalizing women-led businesses, or hiring female service providers. Supporting women and minorities professionally requires frequent and regular action. ***Without a doubt, there are talented but under-recognized women and minorities at every level in your network. How will you make a habit of supporting their efforts?***

Together with WLI-NY Vice Chair Dana Getman, we invite you to get involved. Please see below for upcoming events and opportunities to connect. You can also reach out

directly to either of us to get involved. We look forward to seeing you virtually soon and in-person in the near future!

Sincerely,

Marion Jones
WLI-NY Chair, 2020-2021
Managing Director, Ackman-Ziff

Read Marion's full letter [here](#)

Can you support our community in 3 minutes?

Please participate in our ULI NY WLI virtual programming [survey](#) and tell us what is most meaningful to you.

Meet the ULI New York WLI Membership Engagement Committee

Our Committee is here to welcome you – please feel free to reach out to us or add us on LinkedIn! We want to meet you and welcome you to our WLI network. Our Committee is a resource to support you getting more involved in ULI New York and answer any questions you may have about membership. We are charged with fostering a sense of community amongst WLI members and encourage connections throughout all sectors of the real estate industry. In the Monday morning ULI New York weekly updates emails, you will be able to register for one of our upcoming virtual “Coffee Chats,” which will be led by a member of our Committee and offered to a limited number of attendees. Keep an eye out also for our holiday event – more details to come. We hope to see you soon!



Co-Chair Lauren Partovi is a Senior Project Advisor with Sterling Project Development, where she oversees more than \$2 billion in new construction projects in New York City and Philadelphia. Prior to joining Sterling, she was an award-winning developer of more than 1,700 apartments and 60,000 SF of retail and restaurant space in Dallas, Texas.

Co-Chair Meagan Chiappetta works in the real estate department at Edison Properties where she is responsible for the acquisition and development of new



properties as well as the financial analysis and asset management of existing holdings. Prior to joining Edison, Meagan worked at General Motors Asset Management where she managed institutional Real Estate and Alternative Investment assets for the pension fund.

Committee Member Jordanna Lacoste is VP of Finance and Development at Urban Builders Collaborative (UBC), the real estate development arm of Lettice Construction Corp.

This is Jordanna's third year on a WLI Member Committee.

Committee Member Olivia Feldman Prikazsky is a Director at Ackman-Ziff where she focuses on arranging debt and equity capital for real estate transactions. This is Olivia's second year as a member of WLI's Member Engagement Committee.

Committee Member Nadine Penkovsky is an acquisitions associate at Jamestown LP working primarily on northeast acquisitions. Prior to that, she worked at Goldman Sachs on their private real estate team covering acquisitions across the United States. This is her second year on a WLI committee, serving last year on the Scholarship committee.

Committee Member Rachel Ehrlich has over 7 years of experience in commercial real estate banking at Wells Fargo and TD Bank and has most recently worked in business development at Knotel. This is Rachel's first year as a member of WLI's Member Engagement Committee.

Committee Member Ellie Krausova is a commercial real estate attorney at Proskauer Rose LLP, focusing her practice on representing private equity and debt providers in real estate transactions across the United States.

ULI New York WLI Talent Profile



We met up virtually with ULI NY WLI Programming Committee Member Christine Wendell to hear about her entrepreneurship story. Her company, [Pronto Housing](#), was founded in April 2020 and launched this September. Pronto Housing is currently overseeing 421a (New York's affordable housing program) leasing and compliance for a small portfolio of developers, and is creating a technology-enabled platform for tenants to upload documentation, and for developers to have a dashboard of lease-up progress.

Q: What inspired you to start Pronto Housing?

A: I oversaw a 421a lease-up while running asset management at a small developer and noticed that the process was opaque, slow, and very manual. Thousands of people applied, and yet the units weren't filled a year later - not great for applicants looking for a higher quality living experience they could afford, or for the operating loss budget and my relationship with investors. I realized there had to be a better way.

Q: Tell us about what differentiates your company.

A: We see the affordable housing lease-up and certification/compliance process as an opportunity to elevate the culture of how people are treated in this sector. Having clear and respectful communication with the tenants and keeping them informed should be a top priority, not an afterthought, in affordable housing. This translates to a product that helps tenants easily navigate this process, never asks for the same information twice, and increases throughput by automation, so that we can match qualified tenants with available units faster.

It is also better for the developer, providing transparency and improving their bottom line by reducing operating losses and protecting tax credits from claw-backs due to non-compliance or leasing delays.

Q: How did you build out your team?

A: My co-founder Leonardo Fernandes originally joined to oversee growth, and quickly became my sounding board for strategy, and a key leader for company operations. He and I met through our business school network, and worked together previously. Fay Williams joined as Director of Compliance, bringing extensive experience in the space, including overseeing affordable lease-ups, tax credit certifications, and managing other affordable programs. We are currently looking for a Senior Engineer to come on board full-time.

Q: What was it like to start a company during COVID?

A: With so many people working from home and not sitting directly by their colleagues, it was actually easier to interview industry insiders about their true pain points to validate the initial idea. We got very candid feedback from developers, property managers, and applicants, which is shaping our product.

Q: What have you learned on your entrepreneurship journey? How has your perspective as a business leader been shaped?

A: It has been wonderful to see how open people are to sharing their experiences, and helping move Pronto forward. People have been really enthusiastic, I think because the affordable housing leasing and compliance space is so bureaucratic, difficult to navigate, and low-tech. Coming from an investment and asset management background, I understand the financial consequences of missing lease-up targets and how tax credits can improve returns. I'm also excited to be part of the larger change in CRE culture that emphasizes balance and flexibility, transparency, and making all people feel valued.

To connect with Christine, reach out to her at christine@prontohousing.com

Member Shout-Outs

In March 2020, **Prentiss Darden** joined the reinsurance company **Munich Re** as a co-founder in the U.S. Incubator's Resilience Domain. Her team is focused on developing new capabilities across the disaster life cycle to better protect businesses and communities from disasters and help them recover faster. She is using her background of over six years as a landscape architect to develop market-based solutions for flood resilience and addressing climate change.

This spring, **Christine Wendell** co-founded an affordable housing services company, **Pronto Housing**, which is a technology-enabled platform for overseeing affordable unit leasing and compliance. Check out her Talent Profile for details!

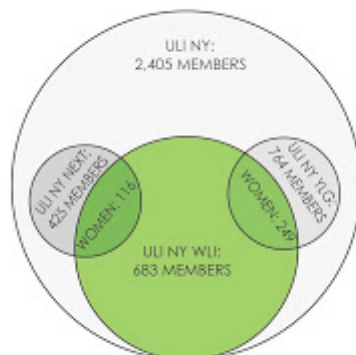
This summer, Development Manager **Caaminee Pandit** and her team at **Lendlease** secured \$250m in financing to launch the construction of 100 Claremont, a mixed-use condominium in Morningside Heights. Caaminee also began her Executive MBA at Columbia Business School this fall.

After eight years with the Investments team at **Carmel Partners**, including 3 years managing the East Coast Investment platform, **Erin Beitz** has accepted the role of Vice President, Asset Management, managing a portfolio of over 3,500 existing, lease up or under construction multifamily units along the East Coast, as well as continued responsibility for all East Coast disposition efforts for Carmel Partners.

ULI New York's WLI by the Numbers

For a closer look at our chapter, check out these ULI and WLI stats. **28.4%** of all ULI NY members are women-identifying, and make up about **33%** and **27%** of YLG and ULI NEXT, respectively.

Help our chapter stay up-to-date by logging into your Member Profile and making sure our user demographics are completed!



**Please note that 30% of our ULI New York members have no age listed in their profile, and 2% do not have gender listed. The member numbers of 249 and 116 above (and any data dealing with age/gender/race/ethnicity/etc.) are only representative of the members who have entered that information into their profiles.*

Announcements

Upcoming Event

ULI New York's WLI's annual *Learning from Leaders* event will take place TODAY **October 22 at 6:00-7:30 PM EDT**. It will provide an opportunity for an intimate group of attendees to engage with a senior leader (in this case virtually) about their career as well as personal life. Registration can be found [here](#)!

Speakers:

- **Louise Carroll**, Commissioner, NYC Department of Housing Preservation and Development
- **Miriam Harris**, EVP, Trinity Place Holdings
- **Nicole Sermier**, Executive Managing Director, Sculptor Real Estate (formerly Och-Ziff Real Estate)
- **Suri Kasirer**, President, Kasirer LLC
- **Vivian Lee**, New York Studio Executive Director, Woods Bagot

Upcoming Event

The ULI NY WLI **University Outreach Committee** is hosting its 2nd Annual (now Virtual) *Career Development Night* for students on **November 10 at 6:00-8:00 PM EDT**. The program is designed for current undergrad and grad students interested in learning more about different areas of land use and real estate. Through a series of three break-out sessions, students will have the opportunity to hear from panels of experienced female professionals.

Panelists include professionals from: *More to come!*

- Lendlease
- Deutsche Bank Securities
- Pronto Housing

Register [here](#)!

As a continuation to the career development night, the University Outreach Committee will be coordinating **informational interviews** for students with participating companies to help supplement their learning and to connect one-on-one with professionals in the industry. In 2019, the University Outreach Committee partnered with 16 companies to offer over 60 student interviews. If you or your company are interested in participating in the 2020 student informational interviews, please feel free to contact **Lauren Amicucci**(lamicucci@brpcompanies.com) and **Maibi Rojas** (maibi.rojas@cbre.com) for more information.

WLI Programming

WLI Presents: REal Stories

This fall, WLI New York will be executing one of our District Council's latest Diversity, Equity & Inclusion initiatives made possible by the Hines Innovation Grant that was awarded to WLI New York at the 2019 Fall Meeting. The grant project will be led by **Laura Holwegner**, joining the WLI Steering Committee as Chair for Special Projects, and **Marina Trejo**, a past Chair of WLI New York, who will be serving as a Senior Advisor. Laura and Marina will be leading the committee's effort to produce the program titled, REal Stories, which exposes female high school students to career paths in real estate and land use. For more information or to volunteer, please reach out to Laura Holwegner (laura.holwegner@laguardalow) or Marina Trejo (mtrejo@twotreesny.com).

About ULI New York's WLI

The mission of ULI's Women's Leadership Initiative is to raise the visibility and number of women in leadership roles in ULI and the real estate industry.

Any current ULI member who identifies as female is automatically a WLI member here in NY. There is no additional fee or application to be a member of WLI. Only our WLI committee and leadership positions are application-based.

Here are ways you can get more involved in the WLI community:

- To post a job: Join the [LinkedIn Group](#) and share your post
- To network: [attend a WLI or ULI event](#), happening monthly
- To recognize a fellow WLI member's achievements, submit a [Member Shout-Out](#)
- To volunteer: apply for a committee or leadership position - application window is open annually January - March
- To suggest a story for our next newsletter: email [Vivien Krieger](#) or [Vivien Wu](#), WLI Communications Committee Co-Chairs

ULI Provides a Variety of Resources to Support its Members, Including:

WLI Mentor Circles - WLI National has organized a new program for peer mentoring circles that connects Full Member ULI women from around the country. [Learn more here!](#)

Digital Programming From Around the World – Explore industry insights within the largest global, real estate library through an easy-to-use, intuitive search tool. [Learn more here!](#)

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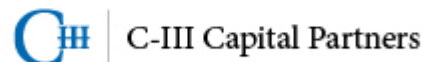


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