



**CELEBRATING
30 YEARS**



2016 Women in Real Estate: Amy Rose

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Amy Rose, Rose Associates, In.

Name: Amy Rose

Title: Co-President

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Years in real estate: 27

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How did you get your start in real estate?

My father brought me to Rose's construction sites and leasing offices as a child. After

graduating from the University of Michigan, I became an assistant to the head of construction at Rose, coordinating the renovation of apartments, hallways and lobbies for rental conversions to condominiums and cooperatives. I handled many mundane details, such as counting towel bars and robe hooks, and ordering refrigerators. I worked my way through the company, including a year and a half as an on-site project manager during the construction of the Siena, a 31-story luxury condominium developed for The Brodsky Organization and Quinlan Development Group. I later managed the development of Chelsea Landmark, a 406-unit, JV with Marine Estates. I was also active in the development of The Melar, a 20-story rental for Friedland Properties, and the Helena, a 33-story LEED Gold rental for The Durst Organization. In 2008, I was named co-president of Rose Associates.

What real estate associations or organizations are you a member of?

I am a member of The Young Presidents' Organization, The Real Estate Round Table, Urban Land Institute, The International Council Of Shopping Centers, The Young Men's/Women's Real Estate Association of New York, The Real Estate Board of New York, and The Women's Forum, Inc. I am also involved in WX New York Women Executives In Real Estate, and active with Commercial Real Estate Women Of New York.

What recent project or transaction are you most proud of?

We have had a significant development pipeline during the past few years, expanding into new markets for us like Brooklyn and Long Island City—each project with its own challenges and successes. But, one that I'm particularly proud of is our 289-unit luxury rental development at 7 West 21st St. One of the biggest challenges with this project was that it was the last vacant through-block opportunity in The Ladies Mile Historic District. It was essential that the design respected the historic character of the neighborhood and it required approvals from the New York City Landmarks Preservation Committee. What I appreciated most about the project was that it was executed by a strong team comprised mostly of women. Our interior, exterior and landscape architects were all women, and I oversaw development with our head of construction, Charlotte Sturgis. It really shows how far women have come in real estate to have such broad representation in a project like this.

What is the best advice you have received and who was it from?

Some of the best advice I received was from my father: he told me to always remember that it is my name on the door. I'm extremely proud of the firm's history and the legacy built by the two generations before us. We've grown from a small family company to one of the largest property managers and developers in New York, with \$30 billion in assets under management

and \$2 billion in development projects underway. We have a tremendous responsibility to our residents to provide an exemplary living experience, and to our clients to create asset value. As a leader of the firm, I also have a responsibility to our employees to foster a culture of respect and collaboration, and to support professional growth.

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