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2017 Women in Building Services: Laura Reddy, NuZine

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Name: Laura Reddy, NCIDQ

Title: CEO

Company Name: NuZine

Years in real estate: 17

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

How have you navigated obstacles to achieve success in your career?

I think part of overcoming obstacles is viewing them as positive challenges and challenges are a great way to learn; something I hope I never stop doing! When faced with a challenge, I generally turn to my incredible team and network. Hearing their thoughts, ideas and views is an incredible tool for seeing a situation in ways I might not have thought of. Challenges also tend to bring out my sense of humor, which is a tremendous gift. When situations are tense and the stress is high, being able to make people laugh and break that cycle of negativity has turned many difficult circumstances around.

How do you play your strengths to your advantage in your career?

Being a people person makes it easy to meet and work with people and fortunately this is not something that takes effort for me. Having a complete and thorough knowledge of the full process for design and construction has been a driving factor in my career. The process in NYC has been splintered into many aspects and requirements by law. Over the years, this structure has caused the process to become compartmentalized in which each team member is concentrating solely on his/her aspect, not realizing their portion affects other phases of the project. NuZine excels at facilitating the project process.

What trends are you seeing so far this year?

So much is happening in NYC and there is a tremendous amount of construction going on. Local Law 11 SWARMP work is continuing, clients are spending funds on capital improvements and pre-built tenant suites. The shared office community is expanding and offering great opportunities to

small businesses and independent contractors. The Department of City Planning is proposing to re-zone Midtown East, about 73 blocks around Grand Central Station. If this proposal is approved, there will be lots of work for everyone in the real estate community.

What do you do for fun?

We love to be outdoors and spend time with family and friends. I'm also a total Sci-Fi geek and love Sci-Fi films

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