



2018 Women in Real Estate and Construction Services: Charlotte Sturgis, Rose Associates, Inc.

March 20, 2018 - Spotlights

Name: Charlotte Sturgis

Title: Managing Director, Head of Construction

Company Name: Rose Associates, Inc.

Years in your current field: 17

What professional organizations or associations are you a member of? ULI and WX New York Women Executives in Real Estate

What was your most notable project 2017?

In 2017, we completed our 7 West 21st St. development. It is a beautiful luxury rental building with a landmark's approved terracotta façade. We achieved 98% occupancy at some of the highest rents in the city within a year, which for a 289 unit rental building is quite a feat. It speaks to the quality of our product and the success of our 360 degree platform.

If you have had a mentor in your career, who was it and what did they teach you?

I have two mentors. One I have known for most of my life. She also happens to be in the real estate industry. From her, I have learned how to navigate my career and personal life. The other was my first boss. He taught me how to value my skills and negotiate in the industry.

When I am not working I am...

Working with my husband on our oyster farm. Our first crop will come to market this year!

What trends are you seeing so far this year in your field?

The trends I am seeing this year are the continuing adaptation of new technology to design, buy, build and operate the most efficient buildings and the expansion of the open shop market. To develop in NYC, you have to be incredibly creative to bring the most value to a development maximizing ROI while maintaining the necessary quality and best schedule.

