



2018 Women in Real Estate and Construction Services: Francesca Loftus, hOM

March 20, 2018 - Spotlights

Name: Francesca Loftus

Title: Co-founder and CEO

Company Name: hOM

Years in your current field: 3

What professional organizations or associations are you a member of? Top Founder Nomination at MIPIM, Top Female Influencers 2016 & 2017

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

Within the amenities space, commercial has taken a huge leap forward. The number of players vying for contracts in the commercial amenities space grew vastly in 2017, surpassing residential. For commercial landlords, there now exist numerous options for all encompassing tenant-experience and management apps to plug all their individual providers into. So far, as we saw in late 2017 and now in 2018, most commercial buildings are looking for outliers to buy or develop exclusives with, pulling technologies outside of the direct market of competitors into the market and further crowding the space. What we at hOM are seeing, because we service both residential and commercial properties, is that the same frenzy doesn't exist in the multifamily space, primarily due to the population size and building budgets in commercial vs. residential.

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

An investor of hOM's has been my greatest influence. She is not a formal mentor although I've gotten, for some time, to work steadily alongside her. Her path to success has been untraditional and she demonstrates that there is always space for informality. She's confident in her ability to learn more than her ability to know and I witness the focus that can bring to a career.

When I am not working I am...

When I am not working, I am travelling. Getting outside of the New York bubble is always refreshing. My son, who is not yet two, has already been to 10 countries and counting.

