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2019 Women in Building Services: Laura Puerta, Trion Real Estate Management

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Name: Laura Puerta, M.A.

Title: Director of Operations

Company Name: Trion Real Estate Management

How many years have you been in your current field? 5

List up to three CRE organizations that you are currently a member of:

CHIP,
IREM,
BRI

What was your greatest professional achievement or most notable project in the last 12 months?
My greatest achievement in 2018, has been my promotion to the director of operations. Prior to stepping into this role, I lead the leasing and sales department, while working closely with the director of property management on improvement strategies companywide. As my role expanded, I created a legal and collection department, proudly consisting of all female staff members. My goal was to bridge the gap between ownership and our residents, while at the same time, provide delinquent tenants with opportunities to avoid legal action and eviction. This proactive approach has deemed itself to be very successful in avoiding unnecessary legal costs for our owners, as well as to encourage residents to stay current with their rent and remain in their homes.

What trend(s) do you predict to dominate your industry in 2019?
I believe that in 2019, tenants and owner's will become better acquainted and the gap between the two will be minimized. I am hopeful more women will be placed in leadership roles, as they become more integral in the real estate industry.

Which of your philanthropic endeavors are you most proud of?
Prior to making the career change from social work in 2012, I was employed by a non-public school

program in the South Bronx for seven years. As the school's director of admissions, I enrolled students who suffered from emotional and learning disorders. The program gave the children a new opportunity to attend school and receive the educational and mental health services that they needed to succeed. It allowed them to be children again and learn in not only a therapeutic, but safe environment. My work as a social worker, has been my most gratifying accomplishment .

What does it mean to you to be a team player?

Knowing how to be a team player is crucial when leading a team. I believe that being in a leadership role has taught me how to appreciate my employees, not only for the work they accomplish each day on my team, but also in their personal lives. I encourage all my staff to be the very best, and most of all to give me their best self.

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