



Professional Profile: Betsy Vartanian 2013

March 25, 2013 - New York City

Name: Betsy Vartanian

Title: CEO of FHA Lending

Company: Greystone

Location: New York, N.Y.

Birthplace: Boston, Mass.

Education: Bachelor's Florida Atlantic University

First job in real estate or allied field: Financial analyst for John Portman.

What do you do now and what are you planning for the future? I oversee a multifamily and healthcare lending platform specializing in FHA insured loans, a highly specialized niche lending program. As for the future, where I am at this point in my life is wanting to give back, financially which is the easy way out, but more so with my time and ability to mentor the next generation of professionals.

How do you unwind from a busy day in real estate? When I return to my farm in Virginia, I hop on either my ATV and ride or if it is grass cutting season, I get on my John Deere zero turn tractor and mow a half dozen acres. I used to think men were doing their wife a big favor by mowing but now I know the truth. It is really fun and very relaxing.

Favorite book or author: Whatever my 15 year old daughter is reading.

Favorite movie: "The Sessions"

Last song you downloaded? Greg Allman song, "I'm no Angel"

One word to describe your work environment: Home

Rules to live by in business: Manage expectations and don't over promise, but certainly over deliver. Don't judge people too early as they will frequently surprise you. Be honest and maintain the highest level of integrity. Be overly honest even if you know the opposing party might not want to hear the truth. Have managerial courage. People want to know where they stand and thinking that you are helping people by not wanting to hurt their feelings will simply backfire and do you or them no good.

If you could invite one person to dinner (living or dead) who would it be and where would you go? It would be my father. He died when I was 13. We were very poor and I worked very hard to succeed so that I could take care of my mother, sister and grandmother and I think he would be very proud of me. I missed having a father. I would take him to my home and cook him a spectacular meal because that would tell him more about who I am and what I became. I am a sharp business woman but I am also the most gracious host, loving parent, highly domestic (love to cook and clean) and love nothing more than to treat my man like my king.

What is your dream job? I am in it.

