



2017 Women in Building Services: Amy Rose, Rose Associates, Inc.

October 17, 2017 - Spotlights

Name: Amy Rose

Title: Co-President

Company Name: Rose Associates, Inc.

Years in real estate: 28

What real estate associations or organizations are you a member of? Young Presidents' Org., The Real Estate Round Table, Urban Land Institute, ICSC, YM/WREA, REBNY, and The Women's Forum, Inc.

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

I've been lucky to develop a number of properties, and if there's one constant it's that an unexpected issue or hurdle will arise. I've learned to never get discouraged, that there's always a creative solution. AT 7 West 21st St., we experienced a materials delay that impacted our façade completion and compromised the entrance of our building, threatening our leasing effort. We quickly developed a new signage program that could accommodate changes to the construction bridge so we could increase curb appeal and help prospects navigate their way into the building. It actually generated traffic to 7 West 21st and we ended up securing some of the highest rents in the city.

What trends are you seeing so far this year?

Renters continue to gravitate toward properties that offer robust amenity packages that enhance their day-to-day life in an effortless way. In 2017, we introduced a building-specific mobile app to the rental properties in our portfolio. The Rose Life app allows residents to manage maintenance issues, book yoga classes, and request pet services, among other things. It's all done through their smart phones and the traction is incredible. They can pay their rent and chat with the front desk via the app.