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## **2018 Women In Real Estate, Professional Services: Amy Cheng Park, Avant Capital Partners**

September 18, 2018 - Spotlights

Name: Amy Cheng Park

Title: Principal

Company Name: Avant Capital Partners

Real estate association / organization affiliation(s): Mortgage Banker's Association of NY, Real Estate Finance Forum

What are some of your biggest accomplishments in the last 12 months?

I manage our company's loan portfolio, and over the past 12 months, we've had approximately \$75 million in loans pay off producing double digit returns for our investors. Several of these loans were in default and required extensive hands-on management to see them through to a payoff. Since our bridge lending platform launched nearly five years ago, we've had no losses. We've even recently expanded our investment portfolio to include note acquisitions and preferred equity investments. On a personal note, within the past 12 months, we sold and bought a house, moved, and had a baby, all within 30 days!

What blogs, resources, podcasts or influencers have helped you?

The Real Deal and Bisnow newsletters are great for national and regional real estate news. Conversations with industry experts, colleagues and clients that take place as routine part of our business always teach me something new. That's what's so great about the real estate industry. It's ever evolving and no two transactions are ever exactly the same.

How important is it for women to create a personal brand?

I believe that it's important for everyone to create a personal brand, as the foundation is built on a knowledge of one's self and their strengths and weaknesses. As a woman in real estate, it is especially important because it continues to be a male dominated industry and women face a greater challenge in establishing meaningful connections and garnering respect. A strong personal brand cannot only help you stand out and command attention, but also to be remembered for your individuality and your strengths.

How many messages are in your inbox right now and how do you manage email?

At this moment there are ten new messages in my inbox. Provided I'm in the office, I'm able to keep it at a similar level by responding to messages that require immediate attention, delegating when appropriate and flagging messages for follow up. I skim through news and market information first thing in the morning after responding to any important messages, and check emails throughout the evening to respond to anything urgent.

Unfortunately, it does take checking emails in the hours before and after work to keep your inbox at a manageable state.

What do you do like to do for fun?

Running, hiking, ice skating, reading and having meaningful conversations (over wine).

In one word, describe yourself:

Dedicated

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