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## **2019 Women in Real Estate: Dana Lowey, Holliswood Development**

September 17, 2019 - Spotlights

Name: Dana Lowey

Title: CEO and President

Company Name: Holliswood Development

What is your favorite motivational quote?

“Perfect is the enemy of good” ~ Voltaire

How do you hold your own in a negotiation?

Working on it! Most important tip—always let the other side go first...

What is the best advice you have received, and who was it from?

Frame everything in the best positive manner. Women speak too openly about their perceived weaknesses in ways men do not. It's ok to feel vulnerable. Men do too. Just don't show it!

What recent project or transaction are you most proud of?

214-216 West 15th St. We won it in a competitive auction and were able to pull together decent financing in an extremely difficult environment.

What was one of your biggest accomplishments in the last 12 months?

See above.