



## 2019 Year in Review: Britt Zaffir, Kin

December 31, 2019 - Spotlights

Name: Britt Zaffir

Company: Kin

What was your greatest professional accomplishment in 2019?

My greatest professional accomplishment in 2019 is launching Kin, a first-of-its-kind housing brand for families living in cities. Families want to live in cities, but find it difficult to secure an apartment built with the family in mind. We are changing city living for families through community, technology, and a custom-designed home that addresses the stresses of raising children in cities, such as the rising cost of childcare and urban loneliness. We want to leverage the sharing economy to provide cost-effective and convenient childcare options and a community where families feel connected to each other.

What was your most notable project, deal, or transaction in 2019?

I am proud to say that the first Kin home in Long Island City is up and running. In partnership with Tishman Speyer, we launched Kin as a proof of concept at Jackson Park, a rental building with over 1,800 units. The feedback has been excellent so far, with tons of families using the Kin app to access family driven programming and amenities, such as on-demand childcare and storytime. The positive reception at Jackson Park has resulted in a lot of interest from real estate developers and potential partners, and I am excited to officially announce the opening of more Kin buildings in 2020.

What are your predictions for commercial real estate in 2020?

Across the broader real estate sector, we're witnessing the rise of shared experiences. Coliving and coworking are now part of the mainstream and I expect to see even more innovative twists in 2020. Our focus will be on meeting the rising need for a family-focused housing experience for parents living in cities. In a national survey of city-dwelling families, we found the cost of childcare and community as respondents' top family concerns. Additionally, more than half of survey respondents highlighted that family support systems are often far away, with less than 15% of families using relatives as their primary method of childcare. Most families are extremely eager for shared experiences where they live, which provides Kin with a very real opportunity to create deep, sticky communities of families, bringing children and parents together from all different households.

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