



2021 Ones to Watch: Christine Barshtak, Finaly General Contracting Corp.

April 20, 2021 - Spotlights

Name: Christine Barshtak

Title: President

Company Name: Finaly General Contracting Corp.

Real estate associations or organizations that you are currently a member of:

BOMA, BCA, WBENC, NYC WBE, Women's Presidents Group, Professional Women in Construction

What recent project, transaction or accomplishment are you most proud of?

I think obtaining our Woman-Owned Business Enterprise status in NYC was a big accomplishment for Finaly and for myself personally. In April 2020, soon after the COVID shut downs, we were back to work on site as several of our projects, such as the garage at One Vanderbilt, was deemed essential. We were able to complete the project safely and on schedule.

How do you keep your team motivated despite conflicts and obstacles?

This is a formerly family-owned and operated business, so for better or for worse, everyone is treated like family here. Conflicts and obstacles need to be talked through, but everyone is motivated by a deep respect for being surrounded by a supportive crew. The only stress involved should be dealing with the clients—not with each other.

Top three things on your bucket list:

Build a space that gets featured in Architectural Digest; publish something I write; get certified in yoga.

Who was/is your mentor and how did s/he influence/help you in your career?

After spending ten years as a Wall Street Analyst, my father let me come to his office and dig through his books. I was a reverse –analyst in way. I knew how to read 10-Ks but I actually learned how to develop balance sheets and P&L's and how to drive results by learning in real time. He taught me all the things I would not learn in school or sitting behind a desk. And then he let me take over his company.

How do you contribute to your community or your profession?

I belong to the Women Presidents Group, WEBENC and the Professional Women in Construction. I try to be active in the community of women in construction as I grow each year. Also, I served as the vice president of the Parent Teacher Organization for my son's elementary school for several years and am still active member of the organization on different committees.

What did you want to be when you grew up?

A writer.

What led you to your current profession?

From when I attended Babson College – the first person in my family to ever graduate with a B.S. in Business – and studied entrepreneurship, I knew that one day I would want to run my own business. When my first son was born during the 2008 market crash a year later I decided to make the change. And never looked back.

Favorite quote:

“Life is short and the world is at least half terrible, and for every kind stranger, there is one who would break you, though I keep this from my children. I am trying to sell them the world. Any decent realtor, walking you through a real shithole, chirps on about good bones: This place could be beautiful, right? You could make this place beautiful.” – Maggie Smith

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