



2021 Women in Building Services: Dawn Curto, Rose Property Management Group

June 22, 2021 - Spotlights

Name: Dawn Curto

Title: Managing Director, Multifamily

Company Name: Rose Property Management Group

What did you want to be when you grew up?

A teacher or a cruise director (looked so exciting on the Love Boat!)

What led you to your current profession?

The marketing firm I worked for relocated to Philly, I was not able to move my family, so I was laid off. A friend who worked for Avalon in CT offered me a position as a leasing agent in 1994 and that is how I was introduced to property management.

What trends will dominate your industry in the coming months?

Continuing to build on the technology used during the COVID-related shutdowns will be a focus. Virtual leasing, for example, is here to stay. I think we are all re-evaluating our amenities and apartment features and what is most important to renters' post-COVID and I think we will see a shift to smaller private spaces replacing large conference rooms and open amenity areas in our buildings. Also, a continued demand for larger apartment homes replacing the smaller residences that dominated the past decade.

In the past year, what project, transaction or accomplishment are you most proud of?

Balancing the safety of our employees during COVID with the demands of residents and navigating the virtual world of leasing during the shutdown. Keeping our staff physically and emotionally healthy and motivated in 2020 was critical, we did whatever it took to keep them going every day, this included contests with lighthearted themes and adding elements to weekly Zoom calls to put a smile on the team's faces during really difficult times.

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

I am very fortunate for the three amazing women whose early support and guidance helped to make who I am today. Gwyneth Cote and Janice Miner, while at Avalon, who showed me the ropes and how to be a strong, successful woman in business, and Brenda Cioce who introduced me to property management in 1994. I worked with Brenda for 24 years and am incredibly thankful for her guidance, support, and trust in me all those years Today I am fortunate to work for Amy Rose, owner and CEO of a woman-owned real estate and property management company. Her encouragement and support of women across our industry is one of the primary reasons I joined Rose two years ago.

How do you contribute to your community or profession?

Mentor and empower women in our industry and help them forge their paths in a male-dominated industry.

What books or social media influencers would you recommend to other women?

Influencer–Tory Burch–Best known for her clothing line, she is so much more. Tory celebrates women in business and helps them achieve their personal success via the Tory Burch Foundation. Her foundation offers multiple free resources and webinars for small business startups. Her annual Embrace Ambition Summit interviews celebrating women and diversity can be found on the foundation's website.

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