

## **Wickey of Saugatuck Commercial addresses who has been the strongest influence on her career**

November 24, 2009 - Spotlights

1. What makes you an innovator?

Determination to successfully solve problems and reach goals. Passion for better and best understanding of whatever I am doing

2. What motivates you to succeed?

I love to compete - I HATE TO LOSE, I love the thrill of a win!

3. How do you stay ahead of the curve?

I never stop thinking, enjoy learning from others, not afraid to challenge what others may consider "closed doors"; my mantra is that "NO" is just another way to "YES".

4. Who/what has been the strongest influence on your career and why?

So many people and events, large and small - for me it is a combination of: good (and sometimes lucky) decision-making; lessons learned from my Mom's favorite book "The Little Engine That Could"; my Dad's charmingly understated brilliance and integrity & his shyness and gentleness and strength in standing up for what is right; a love and passion for sports and competition and excellence which my Dad channeled to me every day; my natural ability to see the cup half full every morning; my family's doctoral mantra- Pride, Hustle and Determination (PhD); my liberal arts education at Smith College which instilled a life-long sense of curiosity, thoughtfulness and importance to all subject matters quantitative and creative; the innocence and dependence of my children which translates on many levels to emotional and financial responsibility; the chronic illness of my husband which reminds me of the fragility of life and the importance of my position in the family; my husband's unmitigated support and confidence in me while never complaining about his own horrendous life-death struggles and never insinuating jealousy or restraint due to his personal situation.

5. What impact has social networking had on your success?

Great impact - the blend of social and professional is critical in this industry. I enjoy people of all walks of life and always welcome the chance to meet someone new. Knowing when to separate purely social from professional friends is critical; when the social and professional overlap it's awesome!

I am a member of the board of directors/executive committee of a newly formed metro-NY based retail real estate networking group, The Retail Network. This is a group whose primary goal is to connect retail real estate professionals across a wide range of industries in a casual and fun environment - a perfect blend of social/professional networking.

6. How has the need to create a more sustainable environment influenced the way you do business?

I am conscious and active in efforts to encourage sustainable environmental living and real estate

development. My company represents several LEED certified projects and we find that our clients increasingly are concerned about this very important issue. Many retailers are including environmental factors (compliance with LEED standards, solar heating, etc) as part of their decision-making regarding site selection and construction.

7. What excites you most about this industry?

The opportunity to create my personalized path to excellence and leadership. The industry provides playground in which competition is encouraged and the dream of "winning" is always alive; wonderful and liberating.

I believe that this industry includes many professionals who are not as passionate, not as driven, not as creative, not as hard-working, don't have as much fun as I do - this situation provides so many opportunities for me. I like to say that in the brokerage business....good work often looks great

8. My goals for the future are....

Increased profitability (we are a young company), stabilized and consistent cash flow (commission-based income is challenging), more actively develop areas of expertise in office and investment brokerage.

Ultimately, I'd like to be able to be an investor in real estate, form and lead investor networks/syndicates for different investment opportunities.

9. The biggest challenge facing the real estate industry in 2010 is....

Economic health of the nation (is there any doubt?). This translates to so many areas but especially important is the stabilization and restructuring of the financial services industry. Consumer spending, based on jobs and discretionary income, is critically important to retail health and growth.

10. The "silver lining" in the cloud of the current economy is....

The long-awaited correction in the markets....we needed to curb the greed and get back to economic basics. The rapid polarization of our society, with the craving for opulent and frivolous lifestyles crushing the importance everyman struggles for the basic comforts of food, shelter, health and education, was/is not healthy. The pendulum swung widely and we all look forward to a more balanced way of life.

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