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Women in Real Estate: Penny Wickey of Saugatuck Commercial Real Estate

June 18, 2015 - Connecticut

Years with company/firm: Saugatuck Commercial Real Estate (SCRE) was formed in 2004 by the principal, Penny P. Wickey.

Years in Field: 22 years

Years in Real Estate Industry: 22 years

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Real Estate Organizations/Affiliations: Member, International Council of Shopping Centers (ICSC); Member, Real Estate Finance Association of CT (REFA); Women's Business Enterprise National Council (WBENC) application submitted

How do you use social media to promote yourself and/or the company/firm? Our website is always a current, self-service venue with flyers, demographics, site plans and direct email links for our visitors to access and download; Our property listings and tenant criteria are regularly delivered to an extensive, proprietary database through email campaigns; SCRE also utilizes CoStar and LoopNet to nationally market our property listings; SCRE also maintains a twitter account to tweet listings, local market news and industry trends.

If you could choose one thing differently when you first started, what would it be? I don't think I'd change a thing...I started on a challenge and taught myself the business in a small entrepreneurial setting; I "caught the CRE bug" in my own style and at my own pace - perfect for me!

What advice would you give women just starting out in Commercial Real Estate? This is a full-time 24/7 occupation which requires passion, determination, thick skin and a love of competition. The thrill of victory and a "never say die" attitude are a must.

During the last 5 years of your career, which professional accomplishment, honor, or achievement has meant the most to you and why? Off-market \$80MM sale to Equity One of three retail centers in Fairfield County (Westport, Darien, Norwalk).

When was the first time you realized that you were meant to be in the CRE Industry? Shortly after starting in a challenging, small boutique company - I'd go back to the office, in my pajamas, after putting the kids to bed, and work on projects and assignments. Just couldn't get enough, totally hooked!

What are 3 words that describe your company atmosphere? Collaborative, Smart, Creative, Open/Straight-Forward/Honest, Reliable

When you think of the CRE Industry, what are 3 words that come to mind? Competitive, Tough, Service-Oriented

What are 3 things you will try doing or accomplishing in the next 10 years? Increase number/volume

of sales transactions; Create consistently funded Reserve Account/even Cash Flow; Add stronger business development talent to the team

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