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2021 Women in Commercial Real Estate: Bianca Carlson, Development Associate, The Procopio Companies

September 24, 2021 - Spotlights



Bianca Carlson
Development Associate

What led you to your current profession? I started my career in property management and was always intrigued by the acquisitions/development side of multifamily real estate. I ultimately decided to pursue a career in the development side and, since then, have gained a robust knowledge of the multifamily development process, from acquisition through completion. My background allows me to give insight into what resident life will be like from a property manager's perspective, and I strive to ensure each project I work on is even better than the last, providing places to live that not only look great, but are as functional as possible.

What are some of the benefits of being a mentor or having a mentor? I started feeling burned out in property management after five and a half years, and I ended up talking to Mike Procopio, our CEO. I loved working for the company but wasn't happy in my role. He encouraged me to change paths and provided the tools to get into the development side, from access to meetings to on-the-job training. Having him as a mentor allowed me to transition to a role that made me feel much more fulfilled and gave me incredible learning opportunities, ultimately leading me to a job that I love.

What trends will dominate your industry in the coming months? I believe that the need for creative placemaking will dominate the industry in the coming months, as communities that were once ignored are now "on the map." The Procopio team focuses on creative placemaking in our proposal process to ensure that we are helping communities thrive. Many communities are looking for developments to feature the use of artwork, sculptures, and community gathering spaces in an effort to draw people to their community to help their economy. Going forward, developers will put more thought and effort into creative placemaking and realize just how impactful it can be to a community.

In the past year, what project, transaction or accomplishment are you most proud of? I am certainly most proud of our Caldwell project. I started with the company when we had first found the site and was able to be a part of the development process (even as a property manager) to give insight as far as an operator's POV as well as from a prospect's POV. Seeing this project from start to finish has been an incredible learning experience for not only just myself, but for my team as well.

What is one characteristic that you believe every woman in commercial real estate should possess? Agility is key. The industry is constantly changing, so it's crucial to be able to adapt and continue learning throughout your career. Rolling with the punches and learning on the go is incredibly important and a characteristic that will help you in this industry.

What time management strategies do you find to be the most effective for you? I love Asana. Our team started using it relatively recently but it has been a game changer for my own priority management. Being able to plan and assign deadlines for everything from small tasks through major milestones for a project in Asana helps me keep track of both the small details and the big picture.