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2022 Women in Commercial Real Estate: Bianca Carlson, The Procopio Companies

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Bianca Carlson
Development Project Manager

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

In the past year, I played a crucial role in selling the national award-winning property, Caldwell, while also overseeing our Lume project. I had my hands on every part of the process for both projects—branding, overseeing construction, and monitoring the full cycle of the project while simultaneously following the end of the construction phase into leasing. Selling Caldwell to The Green Cities Company was a great achievement for the team and I'm proud to have played a central role. I'm looking forward to working on the close out of Lume and also ramping up our new 203 Lowell project!

What advice would you offer to women getting into the CRE industry?

One piece of advice I would give to other women entering the commercial real estate industry is to not be afraid of taking on jobs and responsibilities that seem intimidating. There is no job out there too big for you! Take a task and run with it as far as you can. Don't be scared to be the only woman on a job site – let that empower you to show up and do a great job.

What has been your biggest challenge and how have you faced it?

My biggest challenge in the past year was managing our Lume project from start to finish as an owner's representative. Historically, I have played an important role in this process but in an assisting role. Being the lead has its challenges but knowing that my decisions will fulfill our company's mission of developing extraordinary places to live that are equally valuable to our investors, our residents, and the communities in which we build is incredibly rewarding. Being one of a woman making decisions in the development world is empowering and more women can and should get involved in this industry!

Are you part of any CRE organizations? How have they helped your professional development?

One of my most fulfilling organizational roles is serving on the YPAC board for Housing Families, a 501(c)3 organization, as well as serving on the Planning Board in Salem, NH. Housing Families works with clients to ensure a dignified experience when facing housing insecurity or homelessness, providing emergency shelters, permanent supportive housing, and more to individuals and families in need. Serving on both of these boards allows me the opportunity to give back to my community while doing my part in providing necessary housing and economic benefits to the communities in which I live and work.