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Wolf promoted to vice president of marketing at West Shore

June 23, 2023 - Front Section

Boston, MA West Shore has promoted Courtney Retzky Wolf to vice president of marketing.

In this elevated role, Wolf is responsible for the creation and implementation of the corporate and property marketing and advertising strategy for West Shore's growing national portfolio of multifamily assets. Additionally, she manages the company's marketing activities and technology, developing property-level marketing business plans, and collaborating with the West Shore leadership team to improve overall results in lead generation and leasing. Throughout her more than four years with the fully integrated real estate firm, Wolf's leadership of corporate and property marketing initiatives supported the company's growth to over 14,000 units.

"Courtney brings a powerful combination of dynamism, discipline, and dedication to the West Shore team as well as to our investors, our properties, and the communities we serve," said Steven Rosenthal, chairman of West Shore.

"Whether it's overseeing marketing efforts for all acquisitions or developing and analyzing leasing benchmarks to optimize and maintain effective property performance, Courtney plays a key role in supporting West Shore's continued and meaningful growth."

"At West Shore we leverage our local market expertise and foster relationships so that we can identify unique investment opportunities and deliver value to investors, and Courtney's time and talents are critical in achieving these goals for our properties and our residents," said Lee E. Rosenthal, President of West Shore.

Prior to West Shore, Wolf was the Director of Marketing at Peabody Properties, where she was responsible for marketing and leasing initiatives for the company's managed portfolio of over 12,000 units, as well as having previously served in key marketing roles of increasing responsibility at Boston Properties, EDENS, and New England Development.

"It has been a privilege to grow alongside West Shore while learning from and collaborating with Lee, Steve, and our entire team," said Courtney Retzky Wolf, West Shore Vice President of Marketing. "I am thrilled and thankful for the opportunity to continue working with our team to advance sound investment and marketing strategies that support West Shore's continued growth and the increasing success of our properties."

Wolf graduated from the University of Maryland – College Park with a BA in Communication.

