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2024 Year in Review: Tammy Jordan, The Peabody Companies

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Tammy Jordan
Vice President, People and Culture

What noteworthy transactions or deals from this year best exemplified key market trends or shifts?

This year's acquisitions of third-party fee-managed clients highlighted how property management is evolving. Owners and boards are increasingly engaged, requiring property managers to balance operational excellence, compliance, and transparency while serving as advisors. Success now depends on collaboration, communication, and presentation skills – particularly explaining “the why” behind decisions, whether related to budgets or data insights. Our senior staff has embraced a teaching role, guiding teams to adapt to diverse audiences and expectations. These trends reflect the need for progressive, high-touch leadership in the affordable housing sector.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

Achieving the “Top Places to Work” designation was a highlight of 2024. This recognition reinforced the importance of a collaborative and adaptable culture, where managers lead with clear communication and presentation skills tailored to diverse audiences. It also reflects our commitment to equipping teams with the tools to navigate complex client relationships, compliance challenges, and data-driven decision-making – all with the human touch. This accomplishment strengthens our ability to attract forward-thinking talent and deliver exceptional service to clients and residents alike.

What emerging trends will drive investment and development in 2025?

In 2025, the combination of AI and human connection will be key. While AI will enhance business analytics, its impact depends on leaders who can interpret data, communicate “the why,” and adapt their presentation skills to different audiences. Strong relationships – built on trust and transparent collaboration – will remain essential to success. The affordable housing space needs leaders who balance technical insights with the human touch, fostering collaboration and communication to improve both metrics and resident satisfaction. The demand for adaptable, people-focused managers will only grow as technology evolves.