

## 2016 Women in Real Estate: Laura Puerta

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Laura Puerta, Trion Real Estate Management

### How did you get your start in real estate?

My parents purchased their first multi-family property in 1977, in Yonkers, N.Y. Since then, they have tripled their assets and have dedicated their career to building their portfolio as Real Estate owners. As a child, I learned the ins and outs of owning and managing a property, and returned to work in the family business first in 2005 for the launch of our first office, and then again in 2013 to run the Leasing and Sales Department.

### What real estate associations or organizations are you a member of?

We are members of the Institute of Real Estate Management and The Building and Realty Institute.

### What recent project or transaction are you most proud of?

I am most proud of my ability to safeguard the owner's best interest by protecting their assets and ensuring that their property is well represented. I give each owner my utmost commitment. I make it my first priority to stay updated on the DHCR rent regulations laws/policies, while ensuring a monthly vacancy loss of less than 3%, and a 90% compliance on all lease renewals.

### What have been some of the benefits of being a mentor or having a mentor?

Being a mentor to the junior staff allows me to extend my knowledge, offer my expertise in the market, and empower my staff to flourish from administrative assistants, to property managers. The mentorship strengthens the whole team, as we all learn from each other.

### Who or what has been the strongest influence on your career and why?

My strongest influence have been my parents. They entered the Real Estate Industry as immigrants from Italy, attempting to live the American Dream. They began as inexperienced owners of a small multi-unit building in 1977, and are now proud owners of a multi-million dollar portfolio in New York City. I draw my knowledge from their experiences and learn from their mistakes, success and guidance.

**What time management strategies do you find to be the most effective for you?**

I keep daily task list of my “to-do” items, and keep them in a notebook, that I carry everywhere with me. It’s very effective for keeping me on track. I also create daily task lists for my assistant.

**What is the best advice you have received and who was it from?**

You have to make the money work for you, not you for the money. This is from my dad.