

CAROL ENOCH

c.e.enoch@gmail.com + 773-512-8559

Real Estate professional specializing in connecting key stakeholders, building and executing new business models. Class A+ luxury apartment community lease-up and management experience in urban center business districts. Highly motivated, customer service-oriented leader.

EXPERIENCE

UDR, 2015 to present

A strong customer-service focused operator, UDR is an independent REIT with over 1,596 full time employees. The firm invests in the real estate markets of the United States. It owns, operates, acquires, renovates, develops, redevelops, and manages multifamily apartment communities

CORPORATE RELATIONS | UDR

- Develop new business relationships supporting ancillary income including Event Rentals, Corporate Housing, and Profit-sharing services
- Event Rentals garnered \$40,000.00 additional income with seven live sites in Q4. Conservative projections at \$850,000 for 2018
- Training, onboarding and coaching 22 properties in three markets, Seattle, SF, NYC
- Pipeline of 3.9M in Corporate Housing for SF and NYC
- Profit Sharing Service pipeline at \$3,000.00 annual income and \$120,000.00 annual rent increase estimated per property

SR. COMMUNITY DIRECTOR | 399 FREMONT

- Oversee transition from development to operations of top UDR new construction 42 story, 447 home luxury high rise
- Collaborate with architects, contractors, PR, marketing, site team, press, and residents to build successful structure and operating platform during simultaneous property construction and resident occupancy
- Hire, train and support operational staff of twenty associates including management, leasing, service, and concierge
- 95% occupancy in 11 months, exceeding pro-forma \$5.80 psf to \$6.08 final, in compressed competitive market
- Market Leader of over 1000 competitive homes on the market in a two square block radius and 3-month delivery window
- Investor tours and presentations for C-suite executives and shareholders
- Market review and strategic planning in a JV relationship with MetLife
- Best practices development for 399 Fremont and future projects
- Corporate partnerships to increase organic reach and resident retention
- Competitive market survey to streamline market research and reporting to investors and ownership

The John Buck Company, 2013 to 2015

Paving the way in the world-wide development, leasing, management, and investment of luxury commercial and residential real estate. With an approach that includes a strong commitment to responsible, sustainable, environmentally-friendly practices, our motto is "Building Strength."

PROPERTY MANAGER | 2116 CHESTNUT

- Develop operations systems for trophy Class A+ new construction luxury residential high rise in Center City Philadelphia
- Oversee leasing, engineering, concierge, and management staff, to create the best customer experience possible
- Collaborate with corporate development team on simultaneous property construction and resident occupancy
- Achieve 98% occupancy in 15 months, increasing rents from \$2.90 to \$3.12/square foot
- Budget creation and management, supported with monthly reporting to ownership
- Vendor and contract management of over 40 vendors
- Capital improvement projects, including 2200 square foot private enclosed dog run, and ADA compliance work
- Initiate staff volunteer program, serving meals to Philadelphia's homeless
- VIP rewards program with area businesses, to best serve our residents and community
- Resident functions and marketing outreach to Center City community
- Create local market survey to streamline market research and reporting to investors and ownership
- Consulting with ownership and development on future construction projects
- Working towards LEED Green Associates Certification and PA Broker's License
- Received the John Buck Company's "Building Opener" Award in 2013

Magellan Development/NNP Residential, 2012 to 2013

Leading Chicago development group with a commitment to develop premier, environmentally sensitive urban communities showcasing innovative architectural design.

LEASING DIRECTOR | the LEX

- Oversee all leasing related activities for 329 home new construction luxury apartment community
- Stabilize property from 0% leased to 96 % leased in 13 months, increasing rent 26% in first four months
- Hands-on management and training of all leasing consultants
- Resident functions and marketing events, including grand opening with over 200 attendees, two corporate offices present
- Marketing, SEO optimization and social media outreach
- In-depth reporting of market conditions and building activity
- Property tours for future residents, REIT firms interested in purchasing asset, and brokers
- Build and maintain relationship with brokers, community organizations, area restaurants and businesses
- Resident communication, assisting in renewals, policies/procedures, as well as overcoming resident challenges
- Community outreach, including job shadow day with Chicago Public School students

Art Institute of Chicago, 2011 to 2012

World-renowned art and design training institution, in association with the Art Institute of Chicago

PROJECT MANAGER

- Perform special projects with Dean's Office of Student Affairs
- Spearheading cost-benefit analysis to benchmark success of internal programs including catering and events
- Organize focus groups, presenting comprehensive results to Dean, resulting in increased department's effectiveness
- Collaborate with Dean/Assistant Dean to design and develop materials for the department's largest donor
- Special events for Staff and Faculty, including the President of the school

Post Oak Property Management, 2005 to 2011

Boutique residential property management firm specializing in advising investors of single-unit condominiums, single-family homes and small multi-unit buildings

LEASING AND SALES MANAGER

- Initial point of contact for all clients and residents
- Advising clients on rental and sales strategy/values to maximize investment potential
- Conducting property tours for all assets for rent, and for sale
- Top producer in office, doubling client base and closing ratio
- Preparing comprehensive market analyses of over 150 properties per year
- Creating marketing material for all apartments and homes

PROPERTY MANAGER

- Performing move-in and move-out inspections
- Preparing lease documents, sales contracts, and negotiating client contracts
- Project management of new construction build outs, condo renovations, and apartment turn overs
- Resident database management
- Hiring, training and supervision of office/leasing staff and sub-contractors
- Soliciting bids from vendors, negotiating favorable pricing
- Fielding ongoing resident and client concerns, including being on call after hours

North Clybourn Group, 2003 to 2005

Residential leasing company focused on resident placement in Bucktown, Wicker Park and West Town neighborhoods of Chicago

LISTING MANAGER

- Managing staff of 15 leasing agents
- Establishing relationships with owners, agents and vendors
- Pricing, advertising and monitoring market activity for all homes
- Negotiating contracts for clients, employees and lease terms
- Database management of rental inventory, forms, client and customer information

BACHELOR OF ARTS | Indiana University, Theater & Drama

LICENSES AND CERTIFICATIONS | Illinois Real Estate Broker + Pennsylvania Real Estate Broker + Certified Residential Property Management + Multi-Family Property Management