

Member Spotlight: Holly Duran*Principal, Holly Duran Real Estate Partners LLC***Web Sites**CREW Chicago
www.crewchicago.orgCREW Network
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Identify your profession, company, position and primary responsibilities, as well as your educational background. I am the Principal and sole owner of Holly Duran Real Estate Partners LLC (HDREP), a Chicago-based boutique real estate firm specializing in tenant representation and strategic real estate portfolio management for office users around the globe. In addition to overseeing the daily operations of my company, my primary responsibilities are nurturing existing client relationships, developing new business, and overseeing all client transactions. In the past five years, my team and I have managed transactions exceeding an average of 650,000 square feet of office and industrial space annually. I regularly close transactions valued at more than \$100 million.

My education is predominantly through more than 25 years of commercial real estate experience. After attending Northern Illinois University, I began my career in commercial real estate as a secretary for one of the first firms in Chicago focused solely on tenant representation. In 1976, I teamed up with Larry Levy of The Levy Organization and worked on the development side of the business functioning first as the leasing agent and later as the property manager for Woodfield Lakes Office Campus, a \$200 million, 103-acre office and commercial development in Schaumburg. In 1981, I began my ongoing 23-year relationship as real estate consultant to the Chicago Mercantile Exchange. This led to HDREP's emphasis on the representation of financial services firms, with specialization in the futures and options side of the business.

My most noteworthy professional skills are: I believe I am an extremely skillful and relentlessly persistent negotiator with a talent for bringing creative solutions to the table while dispensing with problems. I am passionate about the commercial real estate business and the people I work with, be it client or colleague. It is this passion that results in our clients' confidence and trust in our strategic counsel related to their real estate portfolio. My clients also appreciate my inclination to

"tell it like it is." Most importantly, my clients become my friends.

The part of my career I find most gratifying is:

When the final punchlist items are completed and my client has moved into the office and the business is operating efficiently. There is also a great deal of satisfaction after a series of obstacles have arisen and I have been able to overcome them in a timely, professional manner. Keeping the client at ease in a hectic, intense situation is crucial to the successful outcome of any transaction.

The strongest influence on my professional course is: The many women who prove time and time again that triumph does exist in what many consider to be a man's business world.

The traits I look for in my relationships: Integrity, commitment, and determination to succeed.

The best advice I've given is: Those who hesitate, lose. No decision is a bad decision. And my favorite, knowledge is power.

The worst advice I've received is: Do not give up your secretarial skills to become a broker.

When not engaged in professional endeavors: Being with my family is an utmost priority, as well as participating in my son's school activities. I enjoy doing yoga as I truly believe yoga stretches and strengthens all aspects of the human body and soul. Any type of travel is fun for me, and I especially love to spend time at my Michigan retreat with family and close friends. I also invest a great amount of time and resources volunteering for the Children's Service Board of Children's Memorial Hospital, and various other organizations and causes.

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Redevelopment and Revitalization, continued

urers and light industry. In addition, industrial tracts of land are becoming increasingly more valuable as developers look for additional sites for residential or retail developments. Tim cited the need for the community to hold on to these industrial sites not only as a source of tax revenues, but as a local workplace for many of the residents. Tim also suggests communities look at community land trusts as a means to provide land at affordable prices for affordable housing. The City of Highland Park is the first community in Illinois to establish one and did so only recently.

Denise Casalino expressed concern for the decrease in manufacturing within the City of Chicago. The Department of Planning and Development recognizes the importance of manufacturing sites as part of a healthy urban community. The Department is in the process of identifying certain additional areas to be designated as Planned Manufacturing Developments (PMD's) in order to maintain 6% of the city's land as manufacturing.

Denise also discussed the city's definition of "healthy growth" at the neighborhood level. The Planning Department wants to take advantage of the existing transportation hubs, and encourage the growth of services near these areas. In addition, including affordable or "value" housing" that is embraced and supported by the community must continue to be present in communities as they grow and change. The rising price of real estate over the past ten years has added additional burdens on creating and securing affordable housing.

Quality schools are also critical to maintaining a strong middle class within the City of Chicago. This was particularly evident in the question and answer session that followed the panelists' comments, with the primary topic of discussion being the Chicago school system.

Large scale initiatives within the City of Chicago are the "new neighborhoods" of Englewood and East Garfield Park. Both communities have excellent public transportation, a factor that is very important to the creation of a thriving community. East Garfield Park has been designated as a "Green Town" in support of the many programs coming out of the Mayor's office addressing environmental issues. The community redevelopment efforts in these areas demonstrate the Planning and Development Department's efforts to insure that Chicago will continue to be a thriving example of a diverse urban model. Denise informed the audience that the Mayor has developed a 10-year plan to end homelessness in Chicago, which will focus on duplicating the successes of well-run single room occupancy projects.

Successful developments and communities are the result of collaborative planning efforts requiring compromise, understanding and respect for often diverse points of view. With a focus on population and business diversity, the City of Chicago and communities such as Morton Grove and Waukegan are building for today and future generations.

Member Spotlight continued

Books I've been recommending lately are: One of my favorites is *West with the Night* written by Beryl Markham. It is an autobiography about a British female born and raised in South Africa. She was a pioneer aviator and the first person to fly solo transatlantic from London to North America. The reason I highly recommend this book is I find it inspirational that as a female in 1936, she truly saw no barriers; she just followed her passion. Another book I suggest is *I Don't Know How She Does It* written by Allison Pearson. This book is about juggling motherhood and wifehood, while dealing with the double standards imposed on ambitious working men and women. "Achieving equality of rights was one thing. Understanding the cultural perception of the roles of men and women and then trying to maintain that hard-won equality is quite another" - something I am sure many CREW members relate to daily.

I am passionate about: My family, my friends, my health, my career and women's rights. I felt tremendous pride as I 'Marched for Women's Lives' in Washington D.C. this past April with my 23-year-old daughter (who just took a position at Jones Lang LaSalle at O'Hare) and my real estate colleagues and friends. I truly agree with Meg Whitman, CEO of eBay, that "The empowerment of women doesn't just mean climbing up the corporate ladder or breaking through the glass ceiling anymore. It is about harnessing the power to choose." And women deserve the right to choose.

I am also extremely devoted to children's advocacy and health. The small difference I can make in the life of a child gives me a true sense of accomplishment.