

Contact: Sarah S. Berman
The Berman Group, Inc.
(212) 450-7300
sberman@bermangrp.com

WX HOSTS BREAKFAST PRESENTATION: THE NEW SHAPE OF HOUSING

NEW YORK, NY—November 28th, 2016— **New York Women Executives in Real Estate (WX)** presented a breakfast panel on Tuesday, November 28th, 2016 at **The Harvard Club** in New York City. Panelists **Chris Bledsoe**, Co-founder of Ollie, **Kirk Goodrich**, Director of Development at Monadnock Construction and **Jerilyn Perine**, Executive Director of Citizens Housing Planning Council discussed the new shape of housing in New York City. WX hosts monthly breakfasts that present a range of topics and speakers of interest to the commercial real estate community, and are open to members and their guests.

New Ways of Living

The panel explored how the housing market is expanding to include smaller housing units, shared common spaces and new ideas about community to meet the needs of an ever-changing New York City and its residents. They highlighted Carmel Place, the first building designed and built with micro-units for a range of incomes.

About Chris Bledsoe, Co-founder of Ollie

As a founding partner of Ollie, Chris left his finance career in 2011 to focus his full time and energy on the development of the co-living platform. His prior experience as both an institutional investor and an angel investor in the consumer sector led him to re-imagine how the multi-family housing sector could, and should, be very different if only real estate developers would segment and innovate their product as a consumer category rather than as a commoditized asset class.

Before making the entrepreneurial leap, Chris enjoyed a successful career as an analyst, receiving the distinction of Wall Street's "Best Up and Comer" in the Food/Agribusiness sector per the annual investor survey published by Institutional Investor magazine. Likewise, based on tracking by Bloomberg Professional Services, his investment recommendations produced the highest total returns among Wall Street analysts in his sector group, outperforming the S&P 500 index by over 40% in the period measured.

About Kirk Goodrich, Director of Development, Monadnock Construction

Kirk Goodrich has more than 20 years experience in the fields of affordable housing finance and real estate development. Much of his experience was gained during an almost 10-year tenure overseeing the Housing Tax Credit syndication business for Enterprise Community Investment in the NY Region. He built the staff from one underwriter to eight underwriters and delivered over 12,000 units. Equity investments of approximately \$1 billion occurred during his tenure. At the time of his departure, Mr. Goodrich managed the Northeast (a nine-state area) for Enterprise Community Investment as an Acquisition Vice President. In 2008, he left Enterprise to form his own consulting and development company which he still operates. In July of 2010, he accepted the position of Development Director for Monadnock Construction. He currently serves as Vice President and Director of Real Estate Development at Monadnock Development. In the five-year period covering his tenure between June 2010 and June 2015, Monadnock

Development has closed financing on more than 20 projects with total development costs in excess of \$1 Billion and has another 15 projects in predevelopment with projected total development costs of more than \$1.2 Billion.

Presently, Mr. Goodrich is focused on pushing forward a development agenda which emphasizes micro studio apartments, shared suites and legal room rental in order to restore real choices to tenants in the NYC housing market. Monadnock's Carmel Place (My Micro NY) project which includes 55 micro studio apartments, built using modular construction, is the company's first entry into this evolving area. Mr. Goodrich is also working with the City of New York on new economic models which involve the co-location of affordable housing and homeless shelters.

About Jerilyn Perine, Executive Director, Citizens Housing Planning Council

Jerilyn Perine has built a talented team at CHPC to spearhead a high impact agenda to improve the quality of public debate, inform public policy, promote new ideas, and engage a wide audience, as well as a diverse and active Board Membership to improve NYC neighborhoods.

Ms. Perine is an urban planner with 30 years of experience in housing and community development. She was appointed Commissioner of the Department of Housing Preservation and Development by both Mayor Rudolph Giuliani and Mayor Michael Bloomberg to lead America's largest municipal housing agency with more than 3000 employees and an annual operating and capital budget of \$800 million.

As Commissioner, Ms. Perine was the author of Mayor Bloomberg's New Housing Marketplace Plan, announced in December 2002 that provided \$3 billion over 5 years to preserve and create over 65,000 units of affordable housing. Under Mayor Giuliani she designed and oversaw the management and operation of programs designed to return a significant inventory of tax foreclosed residential property to local, private ownership.

About WX New York Women Executives in Real Estate

WX New York Women Executives in Real Estate is an invitation-only association of executive-level women actively engaged in the commercial real estate industry in New York. The mission of WX is to promote the advancement of women in commercial real estate; to enhance public perception about the role of women in the industry; and to promote the highest standards of professionalism, ethics and integrity in the field. Through educational seminars, breakfasts with industry leaders, mentoring programs, scholarships, and special events, WX provides members with a forum for visibility and exchange, spotlights the accomplishments of individual women in the industry, and paves the way for the next generation of women in the field. For more information, please visit www.wxnyre.org.