

women in real estate 2009



# Tracey Daniels of Hartman & Craven addresses where the “silver lining” is in the current economy



**td Tracey Daniels**  
The “silver lining” in the cloud of the current economy is...  
The “silver lining” in the cloud

**What excites you most about this industry?**



**cf Cindy Feinberg**  
What excites you most about this industry?

The opportunity to help build this city and this region is the most stimulating aspect of working in the industry. Designing in the built environment means that you can walk out the door in this vast dynamic city and actually see the tangible results of your labor. Collaborating with the very talented architects, visionary developers, and professional clientele makes every day a rich learning experience. I consider myself fortunate to be in an industry that is offering engineering innovation and sustainable solutions for the betterment of all our futures. I never tire of simple walking tours to take in the architectural diversity of the city and to know that what I do each day has an impact on some small part of it is what makes it all worthwhile.

Cindy Feinberg is a partner at JFK&M Consulting Group, LLC, New York, N.Y.

**The biggest challenge facing the industry is...**



**ap Adelaide Polsinelli**  
The biggest challenge facing the real estate industry in 2010 is...

The ability to overcome the challenges of the financial crisis. We will be left with a new set of rules as the playing field has changed.

Adelaide Polsinelli is an associate vice president investments at Marcus & Millichap R.E. Investment Services, New York, N.Y.

of the current economy is that a tough economy forces people, in order to survive and be successful, and borrowers were happy to take money. It's when things get more difficult that people are forced to naked until the tide goes out. Well the tide's out and there's nothing to hide behind. The end result will be

**A tough economy forces people, in order to survive and be successful, to be creative and completely on their game. It's when things get more difficult that people are forced to think through all of the ramifications of the deals they are doing, to be creative with the structure of those deals and to thoughtfully negotiate their terms. Warren Buffet said that you never know who is swimming naked until the tide goes out. Well the tide's out and there's nothing to hide behind. The end result will be not a survival of the fittest, but of those most adaptable to change.**

to be creative and completely on their game. In a real estate boom like we've recently experienced people can get complacent—buyers and sellers were both happy with the deals, banks were happy to lend think through all of the ramifications of the deals they are doing, to be creative with the structure of those deals and to thoughtfully negotiate their terms. Warren Buffet said that you never know who is swimming not a survival of the fittest, but of those most adaptable to change.

I am a partner at Hartman & Craven LLP. My responsibilities include representation of numerous sponsors of offering plans with respect to both

new construction projects and the conversion of existing buildings. Representation of borrowers and lenders in commercial real estate financing, buyers and sellers in the acquisition and disposition of commercial and residential real property as well as landlords and tenants in commercial leasing transactions. I am affiliated with New York State Bar Association, Real Property Law Section; Association of the Bar of the City of New York and New York Commercial Real Estate Women (NYCREW).

Tracey Daniels is a partner at Hartman & Craven LLP, New York, N.Y.

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TRACEY L. DANIELS

ON HER RECOGNITION AS ONE OF  
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