



Meet a Member

Erica Penrose

Vice President, Residential Asset Management
GWL Realty Advisors
647-409-1977
erica.penrose@gwlra.com



Where do you work and what is your role there?

I am the Vice President of Residential Asset Management at GWL Realty Advisors. The IPP portfolio AUM is valued at \$3.6B which, represents 10,000 suites and 110,000 sf of commercial. In addition to the income producing portfolio, I lead the Asset Management group in development activities from initial concept to operational excellence across Canada.

What areas of commercial real estate do you specialize in?

I am currently focused on managing multi-residential assets in an asset management capacity, however, take carriage of tenant relations and commercial lease negotiations for the tenants in the podiums of our assets. Previously, I was AVP of Investment Analytics for a private equity firm that focused on development of big box retail centres. In this role, I built my knowledge of proforma underwriting, lease negotiations, design, development, and construction within this asset class.

What do you find is most satisfying or challenging in your role?

There are two areas of my work that energize me. Firstly, I really enjoy coaching and mentoring those around me. I take pride to witness the transformation of people by aiding them to take steps to gain empowerment and confidence in their work. Secondly, my passion in shaping the Canadian landscape through my work in developing communities. It is extremely satisfying to be involved in a concept and guide it to life.

How long have you been a CREW member and what do you get most out of being a member?

I am a new Toronto CREW member as of December 2020 and I am looking to expand my network by finding other ambitious, passionate, and like-minded women in the industry.

I would like CREW members to call me whenever they need . . .

... to leverage my knowledge in multi-residential/retail asset management or development activities.