

NOVEMBER 18, 2019 - **HSP REAL ESTATE GROUP** IN THE NEWS

Women in Real Estate 2019: HSP's Dana Moskowitz Evolves with Industry Changes



Dana Moskowitz is a partner at **HSP Real Estate Group**, the New York City affiliate of **NAI Global**, where she oversees everything from capital improvements projects to office leasing. She continually evolves with the cultural and industry changes.

Her rational flexibility and canny insight for spotting future trends are especially reflected in the successful repositioning of 242 W. 38th St., a commercial, prewar office building owned by her family and managed by HSP. Identifying a shift in the types of tenants drawn to once-traditional Garment Center properties, she spearheaded a comprehensive capital improvements program. In addition, she created a program offering furnished space with flexible lease terms. The result has been a high velocity of leasing deals with a diverse tenant mix.

These are just a few of the reasons we chose **Moskowitz** as one of the **2019 Women in Real Estate Award** winners. Connect Media's Women in Real Estate Awards honor the achievements and inspirational stories of women who have reached respected positions of leadership and play key mentorship roles for others.

Moskowitz's career in leasing and development represents a paradigm for networking. Connecting with brokerage professionals in other states and countries, aligning herself with developers, and developing equity sources have all created a mutually beneficial network. In addition, her involvement in the Real Estate Board of New York, and as a member of the Women's Alliance with NAI Global, demonstrate an ability to work together with others in the industry as an advocate and an inspiration.