

MAY 2024

Nomination Letter

Laura Tannery | Improve It

Laura Tannery has contributed to not only improving the Optima Biltmore Towers aesthetically, but she has also worked diligently to improve the owner experience.

Since she has been the general manager at Optima, Laura has made several improvements including a new packaging process that owners have reacted positively to. Additionally, she has implemented Constant Contact with a new professional look and feel that she uses to communicate weekly updates to residents. This communication tool and the time she puts into designing and sharing building updates as well as lifestyle and local events has received incredibly favorable feedback from the board of directors and the owners. Her communications are being used as a best practice with other managers and communities.

Recently Laura has also added SmartProperties on-site to help effectively and efficiently manage assets and the building's reserve study. Finally, Laura has worked tirelessly with engineers, designers, architects, and project managers on the roof pool project and elevator upgrades. Both of these projects require time, planning, and incredible coordination of multiple vendors. Laura has added incredible value as GM at Optima Biltmore Towers and has achieved outstanding board NPS promoter scores for all of the ways she is improving the building, the lifestyle, and activities for the owners including holiday celebrations, wine tasting events, and numerous other activities for the residents of the Optima Biltmore Towers.

Jennifer Clifford

Senior Vice President, West and Urban
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