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# enterprising Women

## Building Your Skill Set

- Quiet your inner judge
- Learning to be an effective leader
- Going from good to great
- Fine-tuning your finances

Jennifer Maier, President & CEO of WDS Inc.  
From 0 to \$180 million in 8 years!

### PLUS:

- Learning to think big!
- Planning for the sale or transfer of your biz
- Hiring & keeping the best talent
- Creating a successful Twitter chat

Heidi Burkhart

Dane Professional Consulting Group (DanePCG)

It's not every day that you hear about a young, successful real estate professional launching a separate start-up venture—one that gives back to the community—in their spare time.



But then again, it's not

every day that you come across someone with the business acumen, entrepreneurial spirit and determination of Heidi Burkhart, president of premier New York City affordable housing brokerage firm, Dane Professional Consulting Group (Dane PCG), and founder of cause marketing alliance and production firm, Saxon/Hart. With a killer combination of drive, energy, integrity and kindness, Heidi is using her combined passion for real estate and helping others, to positively impact the world.

A native of Ohio, Heidi earned a bachelor's degree in finance and marketing from the University of Toledo at the young age of 20-years-old. After graduation, she moved to New York City where a brief

stint in pharmaceutical sales led to a quick realization that she missed working within her background. A cold-call ultimately led to a gig in real estate, solidifying her path to the affordable housing market. Like the plethora of volunteer and charitable endeavors Heidi participates in, she chose affordable housing because, in many ways, its preservation is a way to give back to the community.

During her 12+ years within the industry, Heidi has successfully facilitated closings in excess of nearly 12,000 affordable housing units—including shelters for the homeless—and over \$1 billion in transactions. Her firm, Dane PCG, identifies opportunities, sources residential complexes and facilitates closings to aid in the rehabilita-

tion of affordable housing apartment buildings—Section 8 properties, low and middle income housing and shelters.

When she isn't negotiating, closing and advocating for her clients at Dane PCG, Heidi's committing her time and resources to Saxon/Hart—a firm that re-invests its net profits into direct impact giving (DIG) initiatives—which she founded in late 2013. Saxon/Hart serves as a vehicle to make a positive impact on a single person's life, while at the same time, inspiring larger audiences through social awareness campaigns (homelessness, veterans, addiction, etc.), documentaries, makeover initiatives and events. The mission of Saxon/Hart is to create a giving forward movement—starting with a single person, who then

gives forward to family and friends, their community and the world—supported by the motto "Give to Live. Live to Give."

In leveraging existing partnerships and creating new opportunities for both Dane PCG and Saxon/Hart, Heidi never loses sight of the old-school business tactics—a firm handshake, a handwritten thank you note and real, true human contact—that have served her well in relationship building. While her two ventures are independent, Heidi has found strategic opportunities to bridge Dane PCG and Saxon/Hart together in meaningful ways—encouraging her staff and real estate clients to get involved in direct impact giving.

Most recently, she was able to do so through the launch of the Saxon/Hart #BlankCancer national cause campaign. Kicking off with a series of fundraising events across New York City, Heidi invited Stonehenge Partners, a fully-integrated owner, operator and developer of premier residential and commercial real estate, to sign on as a sponsor of the event. Stonehenge was able to show off one of their retail properties in a unique way, by hosting the event, while also getting involved with a great cause and helping the community at large.

Coming off a successful NYC launch, the #BlankCancer initiative has spread beyond New York, reaching individuals and communities around the world. From New York to Nashville to the Netherlands, the larger social media component of the campaign engages those looking to "give forward" in their own communities. Participants are encouraged to add their voice to the cause by printing a sign, filling in the blank, taking a selfie and sharing across their social media channels (tagging @blankcancer and utilizing the #blankcancer hashtag).

Some of Saxon/Hart's other direct impact giving initiatives include providing transformative Mother's Day makeovers to 75+ shelter women living in New York City; reconfirming Chef Pedro's mission to give back to his community, by preparing meals for the New York City homeless; and inspiring change in a recovering addict, David Butler. With the help of Heidi and her team, David is now employed by one of Dane PCG's real estate clients.

In light of her work at Dane PCG and Saxon/Hart, Heidi has received several prestigious awards. She is the recipient of The Edward H. Schmidt Outstanding Young Alum Award 2013 from the University of Toledo, in recognition of outstanding achievement in her field of endeavor, while also providing leadership and noteworthy service to the Alumni Association, university and community at large. Heidi has also been awarded the Affordable Housing 2013 Young Leaders Award, as one of seven men and women under 40 years of age recognized for building organizations and ushering in new ways

of delivering affordable housing.

Whether through her affordable housing work at Dane PCG or her direct impact giving initiatives at Saxon/Hart, Heidi sets goals and achieves them, while inspiring those around her to do the same. At the young age of 32, Heidi is seen as a tenacious taste-maker in New York City for idea generation, entrepreneurship and most importantly, making a difference.

To learn more: Visit Dane PCG at [www.danepcg.com](http://www.danepcg.com) or Saxon/Hart at [www.saxonhart.com](http://www.saxonhart.com).

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