

## Founder & Project Executive, The Common Area Factor



Maureen Mascaro is an attentive and results-oriented project professional and business owner of **The Common Area Factor (CAF)**. With focused experience working in existing building environments, she is a proactive problem solver who excels at building successful relationships with multiple stakeholders in a project including owners, client executives & staff, landlord & property management teams, designers, vendors and builders. Maureen has over 7 years of experience in the real estate industry managing the design and construction of commercial office, healthcare, higher education, industrial, restaurant and residential projects. She represents law firms, banks, tech companies, international firms, cruise lines, startups and home owners.

Maureen began her career on the brokerage side of Commercial Real Estate at Cresa where she developed an understanding of commercial leases with a focus on the Workletter language and the process of site selection with the broker/client. With this partnership mindset and a goal-oriented drive she transitioned into the execution of the buildout as a project manager where her strengths in process improvement, team building, organization and communication have served her well.

As Cresa was acquired by JLL in 2015, Maureen expanded upon this approach by becoming more involved in business development pursuits, working alongside the brokerage teams on deals, remaining client service focused. Seeing there was a tremendous opportunity to improve the process even more, Maureen started **The Common Area Factor** where she has created an independent advisory services firm that now works alongside brokers from all firms with the same partnership approach.

As a client-centric owner's representative, she advises and advocates on behalf of the client to ensure that the internal and vendor/contractor teams are hitting the milestones necessary to keep the project moving forward. Maureen is skilled in contract negotiation, team selection/management, schedule, budget development, permitting and the construction process. In addition, she provides move management; overseeing the relocation and placement of contents, equipment, and furniture into their new space and decommissioning of the old space during closeout.

Maureen is known to foster an environment of teamwork and ensures that strategy is clearly defined while overseeing performance of the group. She understands that maintaining morale on the project is important since it directly translates to the quality of the product. Her strong communication, relationship-based client service approach enhances The Common Area Factor's process-driven management philosophy which has earned her loyalty from her internal brokerage clients and external project clients who enjoy working with her and know that they will be represented well every step of the way.

### Representative Clients:

TotalBank Headquarter Relocation & Flagship Branch  
Wellmax Medical Center at Marlins Park  
American University of the Caribbean School of Medicine  
 DeVry University Miramar Campus Restack  
Novartis Pharmaceutical Company  
ProColombia International Export Services  
Thornton Davis Fein Law Firm  
Clyde & Co Law Firm  
Viacom  
HBO  
GE Digital  
Allen Morris for American Tower

South Florida Consolidated Holdings  
Royal Caribbean Cruise Lines  
Carnival Cruise Lines  
Virgin Voyages  
Starboard Cruise Services  
Onboard Media  
Telefonica  
Vivex  
Archimedean Academy  
Spencer Stuart  
Russell Reynolds  
South Miami Pharmacy

### Community Impact

Maureen is a member of The Commonwealth Institute where she chairs the Emerging Leaders Board and serves on the membership committee. She has a passion for community impact projects with a focus on youth education, mentorship and women's advocacy. She currently mentors graduate students through her connection with the FIU alumni program and is involved with the Big Brothers Big Sisters organization. She enjoys participating in panel discussions and speaking at events where she can inspire others to pursue their life goals and career ambitions by overcoming obstacles and building relationships that make a difference.