

LEADING WOMEN IN BUSINESS: PHOENIX



**“We’re not
afraid to
change,
not afraid
to run with
the wind.”**

—Alana Mann
PRESIDENT AND OWNER,
THE STATESMAN GROUP

DESIGNING FOR THE WAY PEOPLE LIVE

Real estate developer The Statesman Group measures success by satisfied renters and homeowners.

A good developer has a plan. A great one has a vision. Alana Mann, president and owner of The Statesman Group, has both.

Founded in 1976 by Mann’s father, the company began as a family-run, residential development company in Calgary, Alberta. Since taking the helm more than 20 years ago, Mann has grown it into a multidivisional development giant, now based in Scottsdale, Arizona. Currently boasting \$400 million in projects throughout the Phoenix area, the firm builds multifamily residential communities, senior living communities, resorts, and hotels.

The company’s success didn’t come from adhering to a blueprint. In many ways, Mann is on the road less traveled. For one, as a woman in construction, she’s a rarity in this male-dominated arena. How does this factor into her success? Very well, actually. “Being a woman in this industry attracts attention, and that has turned out to be an asset,” she says. “It’s all about changing perspective.” Mann’s entire executive staff is also female.

Diversification has been paramount to the company’s success. During the recession that began in 2008, when 80 percent of Phoenix development firms failed, The Statesman Group survived, thanks to its eclectic mix of projects. “We deal with a wide range of demographics, including multigenerational buyers, investors, renters, luxury clients, and seniors,” Mann explains.

Senior Living: Adding Life to Years and Years to Life

The company’s senior living communities offer comprehensive care for residents at all levels of need—independent living, assisted living, and memory care. Amenities include on-site chefs, fitness instructors, lifestyle events, transportation, nutritionists, doctors, and nurses—all employed directly by The Statesman Group.

As a privately held and managed company, the firm has the freedom to be flexible. Where similar companies might stick to a plan even if a client requests a change, Mann is able and happy to make adjustments. “It’s about listening to the client and delivering a result they’re truly excited about,” she says. “At The Cays, one of our luxury condominium communities, we’ve made significant changes to floor plans and design features throughout each phase.”

But there’s an even bigger change in the air—a shift in residential lifestyles—and Mann is tuned in. “People have changed the way they want to live,” she says. “Since the recession, many people no longer want to own. The trend is toward renting. And they’re downsizing. Bigger isn’t necessarily better any more.”

The Statesman Group employs 750 people in North America, many of whom have been with the company for decades. “We hire people looking for careers, not jobs,” Mann says. “We offer the chance to grow from within.” At The Statesman Group, they’ll certainly get this opportunity.

THE STATESMAN GROUP AT A GLANCE

Toscana of Desert Ridge | Condominiums

The Luxe at Desert Ridge
| Luxury Condominiums

The Cays at Downtown Ocotillo
| Condominiums

The Met at Fashion Center
| Luxury Multifamily Apartments

The Montreux at Desert Ridge
| Luxury Multifamily Apartments

The Manor Village at Scottsdale
| Senior Care Community

The Manor Village at Desert Ridge
| Senior Care Community

Marriott TownePlace Suites at the Met
| Hotel Investment

Marriott Residence Inn at Downtown Ocotillo
| Hotel Investment

A Loft | Hotel Investment

Tru by Hilton | Hotel Investment

Caesars Republic | Hotel Investment

STATESMAN
what a beautiful way to live!

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