



HCCP Board of Governors Spotlight: Jill Cromartie

Managing Director
Simple Asset Management

Jill Cromartie, Managing Director at Simple Asset Management, has been in the LIHTC industry for 13 years. She brings a wide berth of experience to the real estate and housing industries with vast knowledge in all parts of the real estate life cycle from acquisition, due diligence, asset management, and dispositions. She possesses strong technical knowledge of government funding programs including LIHTC, HOME, and NHTF. Jill provides consulting services in asset management and LIHTC development services. She is HCCP certified, and currently serves on the HCCP Board of Governors and Women's Affordable Housing Network (National) Advisory Panel.

How has the HCCP designation impacted your career?

As soon as I was eligible, I took the HCCP prep classes and sat for the test. When I entered the industry, I understood that passing the HCCP exam was difficult and having the HCCP designation would add validity to my career. I was determined to achieve that status. Having the designation also infers a certain level of expertise and commitment to the Low-Income Housing Tax Credit industry.

How did you get into the LIHTC industry?

Prior to working in the LIHTC industry, I was an asset manager for a German market rate private equity syndicator. So, when I saw an asset management job posting by an affordable housing syndicator, it seemed like a good match. I did not know anything about the LIHTC industry or affordable housing, but I applied, and the trajectory of my career was forever changed.



What are your day-to-day responsibilities?

Since leaving the Department of Community Affairs in 2022, I have been providing asset management and development services to owners and developers in the LIHTC space. I've had great success completing 9% LIHTC and 4% LIHTC/Tax-Exempt Bond applications for developers as well as facilitating the post award to closing process. In the asset management space, I oversee the financial health for small owners, non-profits, and local governments.

What helped with your success in the LIHTC industry?

I frequently say that I could not have imagined such an amazing career when I was in college. I credit my success to a few things:

- Actively leading and participating in the Women's Affordable Housing Network helped me forge strong relationships in this space.
- Forcing myself out of my comfort zone as it relates to public speaking and the desire to enhance my management skills resulted in a lot of personal growth.
- Saying yes to all opportunities, despite having imposter syndrome feelings, has provided exposure and opened doors that I never knew existed.

What's your favorite hobby?

Reading, especially at the beach.