



HCCP Board of Governors Spotlight: Paula Hall

I joined Dominion in 2014 as the Vice President of Asset Management for Dominion's owned portfolio, representing more than 200 assets and approximately 26,000 units in twenty-three states. Prior to joining Dominion, I held the position of Vice President for a privately held national syndicator and investor.

How has the HCCP designation impacted your career?

The HCCP designation was a requirement for asset managers when I achieved the designation and currently is a requirement for regional property managers at Dominion. The HCCP designation provides ongoing educational growth and networking resources specific to affordable housing.

How did you get into the LIHTC industry?

I started my career in affordable housing with a nonprofit housing provider in 1989, primarily working with the HUD Section 8 program in Florida. When my family decided to relocate to California, I discovered that several of the jobs available required knowledge of LIHTC. With limited knowledge of this program, I was offered an entry level position in the compliance department at WNC, and my career in LIHTC continues....

What are your day-to-day responsibilities?

Working closely with development and management in meeting short-term and long-term owner objectives. This includes developing a long-term strategy for each property, and determining optimal positioning for an asset for a future sale, refinance, rehab or re-syndication. Other responsibilities include identifying operational issues and opportunities and maintaining a comprehensive understanding of each market.

What helped with your success in the LIHTC industry?

My success is greatly due to wonderful mentors in our industry who had the patience and commitment to share their expertise and passion in preserving affordable housing.

What's your favorite hobby?

I enjoy time with family, the never-ending DIY restoration of our 100+ year-old farm house and reading.