

REAL ESTATE

## Montage International's Tina Necrason: Luxury Woman to Watch 2023

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Tina Necrason

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Tina Necrason

Executive vice president for residential

**Montage International**

Irvine, CA

*"There is a transformation occurring within luxury between both the classic and established consumer and a new luxury consumer"*

What do you most like about your job?

What I like most about my job is having the opportunity and flexibility within my residential business discipline to work autonomously, which allows for growth and is a stimulant to challenge ourselves to think outside the box whether it is related to processes, implementing new programs, enhancing our offerings or working with our talented teams on their development. It can all be achieved while being fully supported by our core business partner within our hospitality enterprise. It is incredibly inspiring and dynamic to work within this type of environment.

What is the biggest challenge in your work?

The greatest challenge in my work is managing business growth and mitigating risks of volatility in our luxury real estate environment. It is critical to the success of our overall business to maintain the integrity of our core service standards and practices to enrich the lives of our owners.

Each day having the agility to move between strategic and tactical initiatives as we continue to grow our portfolio all

within a competitive landscape while carefully managing all of the daily and critical aspects of my role, can be difficult to delicately balance, alongside all of the unexpected situations that might arise in the midst of it all.

Every significant challenge, however, brings opportunity.

I thrive in tackling every new situation with laser focus to deliver solutions that will address needs both short and long term.

What is your work priority for 2023?

Looking ahead to 2023, my work priority is planning for new innovations by implementing new real estate offerings.

Each year I look at ways to increase our benchmarks of success, leveraging momentum coming from recent events like Pendry Residences West Hollywood, where we achieved record-breaking real estate prices this summer and going into next year is no exception.

I am planning with our team for the launch of a new real estate product geared towards enhancing the luxury lifestyle offering, but with a fresh view and alternative to our more traditional residential projects. It will provide a new way for brand loyalists and those seeking a personalized approach to fully serviced living, a way to enjoy the benefits of ownership, commensurate with their personal desire for time with their families.

My aim is to try and bring to market a new concept with precision and thoughtfulness around leveraging our core business model.

What is your proudest achievement in luxury?

I was fortunate in the early days of my career to be part of the core team in the concept, creation and execution of a luxury brand extension at The Ritz-Carlton Club, which afforded me the opportunity for an invaluable foundation, that has served me well in every capacity throughout my career in the luxury space.

It truly fueled my passion for luxury and the lessons learned and the great responsibility early on to protect the integrity of an iconic brand. To nurture it, grow it and appreciate all that comes with it has resulted in my proudest achievement to date.

If not for having a role at that time at the inception of the business line, I do not think I would have been exposed or supporting the drive of those valuable lessons and experiences which allowed me to grow. That perspective rooted me in my beliefs and understanding of luxury in many unexpected ways.

This has been an important milestone that I am so grateful to have recognized many years ago and look forward to another pinnacle achievement in the future, whereby I can impact and contribute much more to the world of luxury.

How do you see luxury evolving in 2023?

Based on luxury global trends and the continued demand for goods and services within every sector of luxury, I believe 2023 will bring some new perspective, particularly within some of the more established brands.

The focus over the past few years has been to create more personalized relationships with customers and strengthen brand affinities and experiences.

As the basis related to these movements, I think 2023 might include an enhanced view of focusing perhaps on quality versus quantity and an elevated focus on loyalty, along with customized products and services to meet the needs and desires of the luxury consumer and the insight as to what drives their lifestyle.

In addition, I think we will see the value and interest in perhaps a younger demographic and seek ways to take the principles of a brand and speak to what resonates with a new luxury buyer focused on both short-term and long-term aspects.

There is a transformation occurring within luxury between both the classic and established consumer and a new luxury consumer.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)