

# MAIN LINE TODAY



## Sarah Peck



**A**fter 15 successful years as president and CEO of Rouse Chamberlin Homes, Sarah Peck took a leap of faith and started her own company, with a focus on developing housing within walking distance of train stations and town centers. She's currently working on a 24-unit townhouse community in Norristown and another 28-unit development in Bryn Mawr.

### **What was the turning point in your career?**

My kids were of an age that I needed to be home with them more. It was a good time to go in a different direction. I was conscious of this growing unmet market that required a unique set of skills.

### **What accomplishments are you most proud of?**

I love seeing all these people buying their first home—seeing them get started and get married and have babies. It's gratifying to see these folks get a foothold in the American dream. That wouldn't happen without these communities—I can safely say that. We offer special financing for the buyers, and there's a whole different approach to selling to them.

### **What has been your biggest challenge?**

The politics of rezoning is extremely challenging in some cases. Some of these communities haven't seen new investments in decades. People seem to be threatened by change. To see the community happy after the fact is very rewarding.