Russ Haley said. Vice President for Citymark.

23 housing developments. 1,550 homes over the past 22 years and built, a developer that has built more than CityMark we work with," Frankhuizen said. "There’s no fetching Amber Citymark's color scheme was green, purple and tan – colors meant to evoke a feeling of warmth. Frankhuizen also used a triangle in spelling out the company’s name in its logo – a symbol of change.

"CityMark evokes change all over San Diego by pioneering urban development," Haley said. "It's a collection of ideas. It's the identity of the company. It's their core values." Support Long term, Frankhuizen said she wants to keep her company small, but expects to double her staff within a year. "I would like to stay relatively boutique," Frankhuizen said. "I like to be really hands on with our clients." Starting her own firm as a woman was a bit of a challenge. "Quite honestly, I found it harder to navigate being a woman in a very male dominated industry such as real estate development, especially being young," Frankhuizen said. "But honestly, I have to say there’s a lot of really wonderful women’s business organizations in San Diego that I jumped into right away in starting my business that I found to be very supportive. I joined a lot of different masterminds and a lot of different organizations."

Her advice to other women who want to start their own business is “find mentors.” “There’s nothing wrong in asking for help or not knowing what to do, but having too much hubris and moving forward, pretending like you know what you’re doing is a surefire way to crash and burn,” Frankhuizen said. “And doing anything scary like building a business is best done with a community of support around you and I think that was the best thing I did in starting my own business.”

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