The Bulfinch Companies, Inc. (Bulfinch) is a third-generation, entrepreneurial, value-added real estate investment firm specializing in the development, acquisition, management, and repositioning of commercial properties in Greater Boston with over $4 billion in assets since 1936.
Challenge

In an industry dominated by white men, Bulfinch drove programs to address two specific issues:

- Increasing diversity (gender and race) in leadership C-Suite and Advisory Board
- Increasing promotions among women team members

Action

- Established an internal DE+I Committee tasked with strategic planning, goal setting, and the development of a DE+I action plan
- Created a dedicated task force to recruit and fill critical C-suite positions with women
- Partnered with She+ Geeks Out (a DEI consultancy) to help guide the firm through the planning, process, and implementation of a DE+I strategy.
  - Specific focus was paid to identifying and implementing opportunities for greater advancement with women team members
  - Programs included comprehensive review processes, targeted mentorship programs, and leadership development opportunities tailored specifically for women

Results

- Bulfinch's C-Suite is now 50% women, an increase from 0% prior year. Additionally, Bulfinch's Advisory Board is now 60% women, also an increase from 0%.
- Promotions among women team members increased significantly from 2021 where women accounted for 25% of all promotions to 70% in 2023 and 55% in 2024.