

Residential Condominiums: Barriers & Opportunities

Expert Panel





Rebecca Prochaska

President & CEO, Potter Lawson Architects

In her 21st year with Madison's oldest architecture firm, Rebecca works closely with public, nonprofit, and private clients on housing and community-focused projects throughout Madison and across Wisconsin.

The firm's architecture sits at the intersection of quality, thoughtful implementation, and design stewardship - helping clients and projects balance timeless design, sustainability, affordability, constructability, and long-term value.

With experience guiding projects from early planning through construction, Rebecca brings a practical perspective, collaborating with contractors, developers, and municipal partners. Given the nationwide housing crisis, Rebecca is especially focused on how thoughtful design and process can support diverse housing needs while strengthening communities.





Anne Neujahr Morrison

Principal, New Year Investments

New Year Investments is a real estate development company focused on creation of thoughtfully-designed, mixed-use, urban infill properties. Anne is also on the Board of Directors and a shareholder in Urban Land Interests, a Madison-based asset management and real estate holding company.

Anne has a passion for the built environment and for fostering strong communities. She has two decades' real estate experience in the public and private sectors, for cities, lenders, architects, and developers.

Since 2012, Anne's development work in Madison includes 500+ residential units and 30,000 sq. ft. of commercial space. New Year is currently focused on the phased redevelopment of the CDA of Madison's Triangle housing portfolio.

Anne holds a BA from Carleton College, and a Masters in Real Estate Development from Columbia University.





Mason Cavell

Executive Director, Madison Area Community Land Trust

Mason moved to Madison and joined MACLT as Executive Director in November 2025.

He previously led large scale mixed-use affordable housing projects in Seattle, developed supportive homeless housing and clinical facilities in New York City, and managed residential energy efficiency and solar programs for low-income homeowners in rural Virginia.

Mason brings extensive technical experience in non-profit real estate development and community engagement and is currently focused on expanding affordable homeownership opportunities in Dane County through creative financing and partnerships with municipalities and mission-oriented developers.





Jessica Piatt

Senior Vice President, Commercial Lending Capitol Bank

Jessica works with multifamily real estate developers and owners to access capital needed to bring projects to fruition.

Jessica received a Bachelor of Science in Finance from the University of Illinois and has more than 15 years of experience in commercial real estate and business banking, including multifamily construction, acquisitions, value-add repositioning, TIF, and tax credits.

She's been grateful to call Madison home for the past 13 years and was herself a Madison condo owner and former condo association president.





Sara Whitley

Assoc VP & Sr Community Mortgage Loan Officer Johnson Financial Group

Since 2022, Sara has been helping Wisconsin families achieve homeownership in her role at Johnson Financial Group. While lending is her profession, community impact has become her mission.

Sara has spent years working alongside organizations like OWN IT: Building Black Wealth, the RASCW Housing Foundation, and the Home Buyers Roundtable of Dane County to expand access to homeownership and financial opportunity.

She believes the real estate and mortgage industries have both the influence and responsibility to do more. Sara is committed to leading by example and hopes to inspire others in the industry to step up, get involved, and use their expertise to strengthen the communities they serve.





Liz Lauer

Broker, Lauer Real Estate

Liz first moved to Madison from St. Paul, MN for college and made it her home. She worked for a developer during college, and after graduation, began purchasing, rehabbing, and managing properties downtown and on near the east side as the beginning of her real estate career

Her mission is to help people understand their needs and desires in a home and neighborhood, to identify a property's full potential, and to make sure clients have all the information to make informed financial decisions. Commitment to clients has made her a top Realtor® in Madison since 1998.

Her experience includes new construction home and condominium projects, the historic renovation of the Loraine Condominium building, and more. She is proud to work in Madison neighborhoods with a strong community identity.





Robert Procter

CEO & Parter, Axley

Robert provides strategic legal counsel with a focus on real estate development, construction, dealership and distribution, and insurance agency law. He represents developers, contractors, investors, and property owners in Wisconsin and Illinois.

Robert also serves as outside general counsel to the Wisconsin Builders Association and as Government Affairs Director for the Realtors® Association of South Central Wisconsin, advocating for legal and legislative solutions that support housing and economic development.

Robert lives in Madison with his wife and four children. Known for his dry sense of humor and his knack for analogies, Robert brings clarity, pragmatism, and strategic thinking to every legal challenge.

