



Diana Permar

Co-founder,
Permar, Inc



Diana Permar, Founding Principal of Permar Inc., has more than 35 years of real estate experience that have provided her with background in all aspects of real estate marketing, strategic planning, and market research. She has the unusual ability to translate market intelligence to specific development opportunities by understanding why people buy, how people live, work and recreate and the role of the built environment in their day to day lives. Among others, her clients include: Crescent Resources, Daniel Island Company, Greenwood Development Corporation, Kiawah Development Partners, Lowe Enterprises, MeadWestvaco, St. Joe Company and Wells Fargo. Her real estate background also includes years of hands-on marketing and strategic research and analysis experience as part of development and planning teams for the St. Joe, Daniel Island, Kiawah Island and Sea Pines Companies.

Diana is a graduate of the University of Michigan. She is active in the Urban Land Institute (ULI)) and has served as a Trustee of ULI, as Chair of the Recreational Development Council and of the ULI Awards for Excellence Jury. She is a frequent speaker at industry events and seminars including graduate level real estate programs at Clemson University and Harvard.