



NICOLE SWART

Director of Property Management

BACKGROUND & EXPERIENCE

Nicole joined NAI Wisinski of West Michigan in January 2025 as Director of Property Management, bringing 20 years of leadership experience in operations, property management, and strategic growth. She specializes in optimizing residential communities, streamlining operations, and fostering strong partnerships that drive organizational success.

Throughout her career, Nicole has led large-scale property portfolios, overseeing budgeting, compliance, and strategic planning. She has successfully implemented innovative pricing models, developed long-term market strategies, and improved operational efficiencies across multiple residential communities. With a deep understanding of risk management, contract negotiation, and resident engagement, she ensures properties thrive both financially and culturally.

Nicole holds a Master of Public Administration and a Bachelor of Social Work from Grand Valley State University. She is a Certified Dementia Practitioner and has been a featured speaker and trainer on leadership, compliance, and service excellence.

When not focused on property management, she can be found riding with her bike club, scouring the shores of Lake Michigan with family, friends, and fellow rockhounds for unique native stones and fossils, and supporting local non-profit organizations through volunteerism and board work.

“I value the opportunity to make a meaningful impact through NAI and thrive in its relationship focused and employee and community centered culture.”

EDUCATION

Grand Valley State University

- Master of Public Administration
- Bachelor of Social Work

Fair Housing Center of West Michigan

- Fair Housing Certified

COMMUNITY AFFILIATIONS

SpartanNash YMCA

- Advisory Board Member

Grandville Education Foundation

- Vice President, Board of Trustees

Home Repair Services, Board Member

- Policy and Governance, Chair

West MI Dementia Network

- Co-Chair

AYSO Soccer

- Coach, Volunteer