

DEVELOPER PROFILE

YWUANA  
PEDEN

*Following the script  
to success*

BY JESSICA WHITE

**Y**wuana Peden is about to write a “how to invest in real estate” book of her own; she just doesn't know it yet.

And write she should, because she has a lot to teach other budding real estate entrepreneurs and her story is uniquely inspirational.

Ms. Peden, age 34, has a “PhD” - a Public High School Diploma - from Duke Ellington High School, where she studied dance and theater (and was a student with David Chapelle). “When I graduated, I was going to move to New York to be an actress. I went to the train station to buy a ticket, and when they asked where I want to go, I said 'California!,'” exclaimed Peden. “It was the best experience of my life,” she gushed of her eight years in California.

“I went on a bunch of auditions. I auditioned for *Low Down Dirty Shame*, but Jada Pinket [Will Smith's wife] got the role. Then my life took a different turn,” said Peden, with no regrets.

Peden married, had a daughter, and started working for Coca Cola.

“Before Coca Cola, I sold insurance. The owner of the company, Victoria Christopher, gave everyone a copy of *Think and Grow Rich* by Napoleon Hill. I studied that book and soon out-sold everyone in the office. Now she writes Christian novels, and she and I are going to write an inspirational book together,” Peden said enthusiastically (which is how she says just about everything).

Peden divorced and returned to DC to be near her family. She took money out of her 401(k) to attend a real estate seminar then joined a real estate investment club. And, more importantly, she said, “I was dumb enough to believe what they were saying was true, and I believed and followed every instruction in the books.”



She started in real estate as a “wholesaler” - someone who puts properties under contract and sells them to someone else. “I made sure to have more properties [at the investment club] than anyone else,” said Peden, of her first step to success. “My first deal I made \$5K, my second much, much more than that, and I quit Coca Cola to do this full time,” Peden continued.

She started rehabilitating properties by accident but decided against staying in that end of the business. “It is more costly to renovate a house than to develop a property,” explained Peden. “And as a developer, there is an opportunity to change communities,” said Peden.

“When I was a little girl, after reading so many books on people who were successful, I decided that I wanted to be that successful myself. I read *Rich Dad Poor Dad* by Robert Kiyosaki, and that's when I...knew I wanted to be a developer. It just took some time... When I was in California, I used to drive around writing down property addresses on pieces of paper...but I did not know what to do with that information,” said Peden.

Now, Peden lives in Marshall Heights and is committed to helping turn her neighborhood around. She has plans to develop five to eleven moderately-priced houses. “That's where I came from, and I want to give people the best they can get for their money,” she explained. “And I am always looking for more lots, so if anybody knows of any please call me,” she added.

Someday, Peden hopes to establish a non-profit that will help people buy houses. Until then, she is teaching her daughter, whose favorite game is Kiyosaki's “Cash Flow,” the difference between an asset and liability.

Truly, Ms. Peden is in Marshall Height's asset column. ■

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