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PRO TURN CONSTRUCTION



By Valeria Uribe, 2PuntosPlatform

As a first-generation Cuban American, Robertin Nuñez has built his life—and his business—on discipline and resilience. Those values helped him establish Pro Turn Construction, a firm that has created lucrative opportunities for other Latino-owned businesses with support from the Greater Philadelphia Hispanic Chamber of Commerce over the past year and a half.

Nuñez's entrepreneurial education began in childhood. He watched his mother buy abandoned houses with plans to renovate them. The family moved into those homes, even when they lacked windows, water, or heat. Those experiences taught Nuñez to see potential where others saw obstacles. "This all started with seeing what is and what it could be," he said. "When I see an abandoned house now, I don't see an abandoned house; I see a house I lived in at some point."

Pro Turn Construction began renovating houses in 2023, and both of Nuñez's children eventually joined the family business. Today, the firm manages a portfolio of more than 100,000 residential units across Philadelphia, New Jersey, Wilmington, and Baltimore.

Mentorship has been central to Nuñez's growth. Every morning at 9, he spends 20 minutes speaking with his mentor, David Eagle. Before Eagle, Masjesne Tani guided him in the late 1990s, teach-



ing him to "find where the people are" rather than searching for them one by one. That advice led Nuñez to the Hispanic Chamber in 2024, where he knew he could connect with other Latino construction entrepreneurs.

"Pro Turn came in this year with a will to connect with the construction industry," said Mayra Soto, membership engagement manager at the chamber. Nuñez told her he wanted to offer "solid opportunities" to fellow business owners. The chamber introduced him to B2B Latino, a referral exchange circle that helps entrepreneurs expand their client base and build long-term partnerships.

Soon after joining, Nuñez hosted an open house at his North Fifth Street office to explore collaboration. "I thought it was very creative to have people within the same industry talking the same way," he said. "I

didn't go there just to listen. I was hiring."

Since then, Pro Turn has offered opportunities to B2B Latino members including Hope Sisters, Terra Nova, and Giraldo Real Estate. Nuñez also brought on German Toainga, who is working with Pro Turn through December on a 22-unit project. Collaboration has strengthened Pro Turn's operations while advancing Nuñez's mission of creating opportunities for others. "They learn from us, and we learn from them," said Yadhira Duran, ground operations manager. "We are grateful for everyone we've met through the chamber."

This community building comes at a challenging time. Thirty-two percent of workers in the construction industry are Hispanic, and 28% of firms reported being affected by immigration actions in 2025. "The industry is having a hard time... it's running out of workers," Soto said. "These opportunities give them security and peace."

Despite the storm, Nuñez remains optimistic. "All shall pass," he said. "We are resilient people... there is always sun after the storm."

