

KEY SKILLS AND COMPETENCIES—Residential Home Building Industry

- Proven results in home sales with all-age and 55+ neighborhoods in MI & East Coast—FL to NH. 10 project top line average annual revenue of 2.5 MM per project while controlling marketing/advertising expenses to 20K average per project
- Nationally recognized leader in the procurement of sales talent, bench strength leveraging, new hire orientation programs, training to a process, accountability standards and key metrics required to manage large teams between 15-30 professionals
- Proficient in sales budgeting, forecasting, backlog management, competitive analysis and model home decorating
- Experience with land evaluation, acquisition, planning and development of 75+ acre projects in NJ, DE, SC, FL
- Expert knowledge of the HUD code, modular housing construction and sales industry. Personally responsible for annual wholesale production volume in NY, New England, NJ, PA, OH, IN, IL — 13 to 16MM (annually from 1997-2001)

HOME SALES, COACHING AND MANAGEMENT EMPLOYMENT HISTORY

Jensen Communities, Southington, CT *Director of Sales* 2011 - present

- Responsible for revitalizing, adding value and increasing revenue with a new sales program across 31 projects. Results:
 - Established The Standards of Excellence, New Hire Orientation program and recruited the right people for sales
 - Introduced Jeff Shore's proven sales process and made accountability for continual training, company culture
 - Performed several market analyses to better address product and pricing to increase new home sales and revenue
 - Contracted with Lasso Data Systems for new CRM. Assisted with a complete redesign of Company website
 - Actual sales to budget 2011, 2012, 2013, 2014: -20%, -5%, +10%, +12% respectively
 - Revenue to budget 2011, 2012, 2013, 2014: -\$2,906,000, -\$726,500, +\$1,453,000, +\$1,743,600 respectively
 - Assisted with the acquisition and development of 2 new projects: Southside Landing—MD and Crossroads—SC
- Forecast and develop the annual sales targets and expense budgets for corporate and individual projects
- Manage, coach, train, inspire, mentor and hold accountable 15 Sales Representatives, 1 Sales Manager and 7 indirect reports

Hometown America, Tampa, FL *Regional Sales Manager* 2005 - 2011

- Sales coach/manager for 27 professionals across 25 communities along the eastern corridor states from MA to VA
- Developed, managed and executed sales budgets by setting realistic sales projections and limiting print marketing expenses
- Responsible for annual sales targets of 450, 425 and 385 home closing transactions—2008, 2009, and 2010 respectively; in a low growth Michigan and Northeast home market. Exceeded targets by 9% in 2008, 5% in 2009 and 3% in 2010.
- Exceeded new home sale target projections in 15 Florida housing communities by 15% in 2005, 13% in 2006 and 2007
- Recognized as Sales Manager of the Year in 2006 and 2009 (national award earned by one RSM out of 10 each year)

Sobelco Communities, Myrtle Beach, SC *Sales Representative/Property Manager/Sales Manager* 2001 - 2005

- Sales Representative selling over 60 new homes annually in 2001, 2002 and 2003 at The Fairways community in NJ grossing on average 8 million in top line revenue and approximately 2.5 million in triple net profit each year
- Property and Sales Manager responsible for sales, construction and community operations at Barclay Farms in 2003 - a new project in Delaware. Managed 2 sales consultants, 1 Activities Director and 3 maintenance staff
- Working Sales Manager for new project, Lakeside Crossing in 2004. Trained and managed one Sales Representative. Selected correct model home floor plans and produced first year sales of 185 site deposits and over 55 home sale closings

FACTORY BUILT HOME CONSTRUCTION AND SALES EMPLOYMENT HISTORY

Fall Creek Housing, Elkhart, IN.	<i>Regional Sales Representative</i>	1999 - 2001
Empire Homes, Valatie, NY	<i>Sales Manager</i>	1998 - 1999
Commodore Homes, Shipperville, PA	<i>Regional Sales Representative</i>	1997 - 1998
Champion Homes, Sangerfield, NY	<i>Zone Manager</i>	1993 - 1997

EDUCATION, CERTIFICATIONS AND CONTINUAL TRAINING

Marist College, Poughkeepsie, NY—Bachelor of Science Degree: Business Administration—Finance/Marketing.	1993
MHI Accredited Community Manager (ACM) certification. A 3 part, property management course with business plan.	2002
NAHB Master in Residential Marketing (MIRM)—successful completion of course III and various related elective courses.	2013
Jeff Shore, Bob Schultz and Jason Forrest professional sales training. Rated top 1% of Sales Coaches/Managers.	2006 - 2014
Shore Consulting Leadership Round Table—yearlong executive sales leadership and accountability training program.	2014