

# MITCHELL A. WEINER

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Fort Collins, Colorado 80528  
970.218.8300

NEW HOME SALES AND  
MANAGEMENT SPECIALIST



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## GOALS

To find a long lasting relationship with a home building and development company who seeks and rewards commitment, hard work, and an excellent attitude. I want to use my talents in sales, marketing and management to become a part of a successful new home organization where there is room for personal growth, both creatively and financially.

## BIO

My real estate career started in 1983 during my college days, selling historic homes as well as restoring and flipping homes in Boulder, Colorado. With training as a sound engineer and musician, the music industry lured me away from real estate for several years, giving me the opportunity to write, record and market music. Although this was an exciting time and something I continue to do today, I returned to real estate full time in 1992 and built a reputation for success marketing new home builders and selling luxury real estate in challenging markets through passion for products and the people I serve. The music industry introduced me to technology and fostered a creativity that has kept me on the edge of innovation in real estate, launching some of the first pre-construction virtual home tours, incorporating social media marketing, and installing webcams to give online customers a live view of available homes under construction. After more than 15 years marketing and selling homes in Colorado, I was excited to be at the edge of a new wave of innovation in construction and development in 2009 - Sustainable Living Real Estate - Custom homes built with a process and technology leaning towards reducing traditional energy consumption. Sustainable developments, thriving in Northern Colorado, incorporate the latest in renewable energy features including solar, wind, solar thermal, and geothermal energy sources while providing a built-to-order opportunity and higher quality construction. For the last 2 years, I was the NOCO Sales Manager for TOLL BROTHERS INC, selling luxury homes and managing the sales team in Fort Collins Colorado. Very enthusiastic and confident.

## ★ WHY HIRE ME FOR YOUR ONSITE REAL ESTATE NEEDS? ★

- \* Over 20 years of experience representing construction and development in the new home building industry
- \* Lifetime of experience in the Colorado residential real estate market
- \* Dedication to customer satisfaction and experience working with new home builders on custom home design and finishes, management as well as creating onsite and offsite sales programs
- \* Proven success using new technologies to market homes including live webcams, location based virtual tours, social media and print marketing campaigns
- \* Online marketing specialist focusing on custom sustainable and luxury construction

### **New Home Sales / Sales Management**

TOLL BROTHERS INC • Fort Collins CO (2014-2016)

EAGLE RANCH, HILL AT COBB LAKE, HIDDEN VALLEY ESTATES, BACKBONE MEADOWS,

BUCKHORN RANCH • Fort Collins CO (2000-2009)

POLYGON NORTHWEST / JCR CUSTOM HOMES • Portland, OR (1996-1999)

GAVURNIK HOMES / BUFFINGTON HOMES INC. • Austin, TX (1992-1996)

Repeatedly met the challenge of selling new homes in high-end subdivisions. Created marketing plans using print and new media and designed marketing materials, improving graphics, using new technologies, and building key

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relationships within the community to attract buyers and fill sales funnel with qualified leads.

- ☑ **New Home Sales:** Combined training in the art of new home sales, understanding of construction and architectural process, ability to build relationships, and customer focus. Enthusiastic presentation.
  - **Sold 56 homes in less than 12 months**, averaging 5 sales per month at \$232,000 to sell out “Carman Ridge” luxury new home community in Lake Oswego, Oregon.
  - **Closed \$19 million in residential custom home sales in 3 years for Buffington Homes in Austin Texas**, developing contacts in relocation departments of national real estate firms and major corporations (IBM, Apple, Motorola, Texas Instruments, and Dell). Created offsite building program using models to attract buyers with their own lot.
  - **Named “Salesman of the Year” in 2 consecutive years** and sold 60% of properties by marketing to real estate agents through seminars, lectures, sales presentations and on-site parties. Over \$90M in real estate sales from 1985 - 2012.
- ☑ **Sales & Marketing Leadership:** Hired to create on-site sales program and revamp marketing strategy as Director of Sales and Marketing for large luxury homebuilder/ developer in Lake Oswego OR.
  - **Increased company control over sales process** by hiring, training, and providing sales materials for real estate broker and 9 sales representatives for 6 new home communities throughout Portland metro area.
  - **Launched digital marketing program and overhauled print advertisements** to project desired image for the TOLL BROTHERS communities and grab the attention of target buyers.
- ☑ **Marketing & Design/Build Innovation:** Kept design/build firm ahead of growing competition by communicating new features to architectural firm to improve floor plan design for custom homes.
  - **Top producer** in firm and set marketing direction for Georgetown’s newest residential master planned family community, “Katy Crossing.” Owned retail business on historic "Georgetown Square".
  - **Piloted website for builder and led industry by creating virtual home tour** available to prospective buyers before start of construction, using extensive knowledge of computers and programming.

## NEW HOME REAL ESTATE / DEVELOPMENT SALES

Veteran real estate sales specialist with 20 years of success marketing, managing, and selling new homes in Colorado, Texas and Oregon real estate markets, closing residential sales in challenging times and launching innovative developments through strong network of contacts and passion for products. Innovative marketer who leverages technology and creativity gained through early career in music business to sell the story of builders, new construction, and existing residences. Dedicated to hard work with long hours and consistently going the "extra mile" for customers and the company!

## KEY ACCOMPLISHMENTS

- ☑ **Sales Manager** for the world's leading luxury construction and development company Toll Brothers Inc.
- ☑ **Consistent top producer**, closing over \$25M new home sales 1999-2007; measurable success in real estate development, new construction, builder representation and launching builder programs.
- ☑ **Conceptualized solar-powered development within organic farm community**, staying ahead of industry trends and translating passion for sustainable real estate into marketing and sales strategy.
- ☑ **Closed high-end new home sales** by incorporating leading-edge media marketing including live webcams

and pre-construction virtual tours and by partnering with Fortune 100 corporate relocation departments.

- ☑ **Furthered designs of custom homes and inclusion of new features**, leveraging thorough knowledge of home-building and architectural process as well as current housing, commercial, and buying trends.

## CAREER HIGHLIGHTS

### Sustainable Green Real Estate / Development

SUSTAINABLE LIVING REAL ESTATE • Fort Collins/Loveland, CO (2008 – 2014)

Launched Sustainable Real Estate Brokerage, specializing in renewable energy systems and future building technologies for residential homes, developing marketing plan for design/build subdivision within sustainable village with community farm. Created web portals featuring sustainable and renewable search categories in MLS.

- ☑ **Green Development & Marketing:** Crafted messaging to attract buyers to net-zero subdivision, developing marketing collateral and website to illustrate features and benefits. Marketing solar community utilizing print and social media.
  - **Initiated process to gain approval for Northern Colorado subdivisions**, forming relationships with builder, developer, and municipality officials.

### Real Estate Brokerage

C3 REAL ESTATE SOLUTIONS Fort Collins CO (2012-2014)

CHERRY CREEK PROPERTIES Fort Collins, CO (2010-2012)

KELLER WILLIAMS REAL ESTATE Fort Collins, CO (2008-2010)

THE GROUP INC. REAL ESTATE • Fort Collins, CO (2000-2008)

SPRUCE REAL ESTATE • Boulder, CO (1986-1991)

Returned to Northern Colorado in 1999 to manage real estate for builder accounts, representing residential developers and custom homebuilders and specializing in lot and new home sales to builders and private high-end clients. Lead marketing realtor for **Eagle Ranch Estates**, **The Hill@ Cobb Lake**, **Backbone Meadows**, **Buckhorn Ranch** and **Hidden Valley Estates** in the Loveland/Fort Collins area. Designed websites and social marketing for custom home builders, architects and buyers of luxury homes. Build, design, and market spec and model homes. Hosted "PARADE OF HOMES" in 2004 and 2015 attracting over 6500 people. Create professional marketing materials including brochures, websites, and social media. One of the original 6 brokers starting the formation of C3 real estate solutions growing the company to 124 agents. Instrumental in implementing sustainable real estate listings as well as marketing luxury listings. Worked closely with John Simmons the owner in helping to promote the company. Currently the Northern Colorado **SALES MANAGER** for **TOLL BROTHERS INC.** a fortune 500 company. Selling luxury homes, designing marketing plans for newspaper, magazine and internet campaigns. Launching brand to realtors, hospitals and high tech companies in the harmony corridor area. Sales team managing over 40 sales in the first year averaging \$850K.

- ☑ **Technology Innovation:** Projected image and told the story for high-end development targeting technology-savvy buyers for developers of Eagle Ranch Hidden Valley Estates and Backbone Meadows neighborhoods.
  - **Sold houses worth \$1.5 million to \$2.9 million**, hiring model maker to design models and for photographing on lot. Installed cutting-edge webcams accessible through chamber websites to attract out-of-state buyers. Hosted numerous charitable fundraisers and Parade of Homes events. Personally hosted model home in communities 5 days a week for 8 years.
- ☑ **Development:** Sought out by developer of Hill at Cobb Lake and Backbone Meadows to create lot sales program, teaming with builders to solicit funds for spec homes and selling homes and builder program. Created offsite building program for builder using spec home inventory to attract buyers for their land.

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- Closed sales for 31 of 38 lots in 2006 with homes worth \$650,000 to \$1.4 million in challenging economy by timing build to meet broad range of market needs.

## Marketing & Music Technology

MEDIA SOUND DESIGN INC. ▪ Boulder, CO 1984-1990

Designed new advertising concepts for music production studio specializing in music for movie soundtracks, TV, and radio jingles. Engineered musical and audio productions and remote live musical recordings during radio simulcasts in the Boulder area. Created musical content and production marketed and sold via a new form of advertising, "the internet".

- ☑ **Creative Marketing:** Worked closely with national advertising agency creative directors and wrote music and copy for television, KBCO radio commercials, and theme songs for movie soundtracks.
  - Developed marketing and video concepts for infomercials, and wrote music and print advertising for several sports action type films and infomercials produced in the Colorado area.

## EDUCATION, LICENSURE, & PROFESSIONAL DEVELOPMENT

**Licensure:** Colorado Real Estate Sales License: C3 Real Estate Solutions

**Designations:** CLHMS - Colorado Luxury Home Marketing Specialist

**Education:** California Polytechnic University – San Luis Obispo, CA 1979-1981

University of Colorado – Boulder, Colorado 1981 - 1986

**Training:** Builder Sales Management TOLL BROTHERS ▪ Sales and Procedures ▪ Luxury Selling  
New Home On-Site Sales ▪ Creative Financing ▪ Relationship Selling ▪ Real Estate Development ▪ Ninja Selling ▪  
Building of Speculative Homes ▪ Sustainable Net Zero Construction.

**Family:** Jill, Son Preston 13, Daughters Isabel 10 and Vivian 7