

Anita Blender

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Professional Profile

Proven and experienced real estate professional with expertise in management, marketing and lease-up of residential multi-family communities. Core competencies include managing all aspects of multi-family real estate, analyzing marketing opportunities, creating and implementing marketing and leasing campaigns.

Career History

Premier Property Management 2009 - Present
Vice President of Operations

- Managed all aspects of property operations including; driving occupancy goals, physical maintenance of the buildings, preparation and implementation of budgets, negotiating contacts, site inspections, monitoring federally regulated compliance programs and staff development.
- Developed management and marketing plans for each residential community to project occupancy, achieve rent collection goals and determine annual budgets.
- Directed the recruiting, selection and training of all site staff. Created staffing plans for all residential communities. Managed a team of regional managers.
- Maintained continuous communication between local management teams and investment partners. Provided weekly and monthly reports.

Bluerock Real Estate 2005 - 2009
Vice President of Sales and Marketing

- Launched a \$175M luxury multi-family development on the Upper East Side of Manhattan. Made significant contributions in product development, positioning and branding.
- Analyzed current market position of a \$170M luxury residential development in Miami Beach. Created and implemented a turnaround plan, selected brokerage and public relations companies, and re-positioning the product.
- Developed and implemented a strategic marketing plan for a \$120M new venture condominium conversion project in Southeastern Michigan.
- Doubled sales revenue within 12 months.
- Created a comprehensive marketing campaign with the full compliment of approaches. Established and managed a highly effective lead generation and data base management system.

Premier Property Management LLC 2002 – 2005
Director of Marketing and Leasing

- Directed the marketing and lease up of 1,500 units throughout Southeastern Michigan.
- Increased occupancy rates by 40%.
- Conducted a competitive market analysis, created marketing plans, established budgets, and determined price and position of the product.

Tadian Homes 2001- 2002
Sales Manager

- Lead a turnaround of a single-family home community in Oakland Township, Michigan. Increased by 30%.
- Increased traffic by 80% through improved signage, targeted direct mail, realtor outreach, open houses and other marketing campaigns.
- Hired and trained sales staff. Increased closing rates by 30% through improved conversion rates and follow-up.

Uniland Corporation 1998-2001
Director of Sales and Marketing

- Developed and implemented a marketing campaign for a under performing new construction community in Livingston County.
- Increases sales by 70% over a nine-month period of time.
- Participated in a feasibility study for a new construction condominium community in Wayne County. Collaborated on product design with architect and builder. Identified product's position, promotion and pricing.

Competitive Shopping Services 1992-1998
President

- Evaluated residential apartment and new construction communities to improve marketing and sales. "Mystery shopped" leasing and sales agents to evaluate their skills and follow-up.
- Developed and conducted practical, results-oriented training programs to improve sales marketing and service skills of leasing agents, managers and sales associates.
- Managed day-to-day business affairs and finances, selected and trained field consultants, and marketing to prospective clients.

Education

Walsh College, Masters of Science in Management
Michigan State University, Bachelor of Arts in Social Science
Michigan State Real Estate Sales License