

Anita Blender

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Professional Profile

Proven and experienced real estate executive with expertise in sales, marketing, and management of start-up and turnaround residential communities. Core competencies include analyzing market opportunities, product positioning and pricing, creating and implementing marketing programs, establishing and applying standardized policies and procedures for the sale, lease-up and management of multi-family residential real estate.

Career History

Bluerock Real Estate

2005 - Present

Vice President of Sales and Marketing

- Launched a \$175M luxury multi-family development on the Upper East Side of Manhattan. Responsibilities included; product development, positioning and branding.
- Analyzed current market position of a \$170M luxury residential development in Miami Beach. Created and implemented a turnaround plan including selecting a new brokerage and public relations company, re-positioning and branding the product,
- Established and monitored a \$600K marketing budget. Negotiated contracts with several vendors, including; brokerage, architectural, interior design, public relations and media with a 30% net savings to the company.
- 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 marketing campaign which included brochure development, targeted direct mail, website design and management, Internet marketing and search engine optimization, print, radio, television advertising, and community outreach.
- Established and managed a highly effective lead generation and data base management system.
- Facilitated securing mortgage financing for buyers.

Premier Property Management LLC

2002 – 2005

Director of Marketing and Leasing

- Directed the marketing and lease up of 5,000 units throughout Southeastern Michigan; including 700 units that were part of a Hope VI program through the Department of Housing and Urban Development.
- Increased occupancy rates by 40%.
- Created and implemented marketing plans for each community.
- Conducted a competitive market analysis, established budgets and determined price and position of the product.

Tadian Homes
Sales Manager

2001- 2002

- 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
Director of Sales and Marketing

1998-2001

- 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
President

1992-1998

- 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; financial operating needs: recruited, selected and trained field consultants: marketed the firm's service to prospective clients.

Education

Walsh College, Masters of Science in Management
Michigan State University, Bachelor of Arts in Social Science

Professional Affiliations, Certifications, and Awards

Chairperson, Sales & Marketing Council (Builder's Association)
Condominium Conversion of the Year (SMC – BASM)
Certified Sales Professional (NAHB)
Michigan State Real Estate Sales License