

LEVITAN & ASSOCIATES

PROFESSIONAL PROFILE OF DANIEL R. LEVITAN

Mr. Levitan is acknowledged as one of the nation's preeminent real estate development strategists specializing in the housing industry providing feasibility analysis, valuation determination, community positioning and optimization studies, marketing strategies and ongoing implementation assistance for properties throughout the United States, Canada and the Caribbean which have included well over 155,000 housing units in over 975 communities representing in excess of \$55 Billion in sales. On request, he assists in supervising implementation of selected strategies for clients with hands-on involvement in community planning, product design, administration, marketing, merchandising, promotion and management supervision and training of the sales/leasing team. His personal involvement has encompassed the complete spectrum of real estate development and all facets of the homebuilding industry and he has a unique in-depth familiarity with a multitude of local markets around the country. He has also been actively involved with a wide variety of commercial, recreational, time-sharing, mixed-use and special use real estate developments including medical and recreational facilities.

In his thirty-plus years in the field of residential development and prior to forming his own company in 1995, he served until the retirement of the founder as Principal, Senior Vice President and Chief Strategist of The Greenman Group, the nation's most respected national real estate consulting firm. Previously, he was the Vice President and National Sales and Marketing Director of a multi-state merchant builder and subsequently operated his own homebuilding company in a two-state area while also building and developing commercial properties. In addition to his extensive experience with residential development, he has been active in rehabilitation, renovation and conversion of both residential and commercial properties, was chief operating officer of a mortgage brokerage concern, and, on-request, serves as an expert witness and consultant in a number of diverse litigation and arbitration matters regarding real estate, homebuilding and residential development.

Levitan is a charter "MIRM" designee, served 3 terms as Trustee and served as President of the Institute of Residential Marketing. He also has served 4 terms as Trustee and served as Chairman of the National Sales and Marketing Council and 3 terms as Trustee of the National Council on Senior Housing.

He is a noted author, speaker, lecturer and trainer in the real estate development industry. Engagements have included programs for the Florida Bar Association, New Jersey Association of Realtors, National Association of Home Builders conventions and seminars, Multi-Housing World and Multi-Housing World West, *Builder Magazine's* Builder 100 Conference, Florida Realtors Land Institute, Urban Land Institute, Southeast Builders Conference, East Coast Builders Conference, Caribbean Basin Real Estate Congress, numerous Home Builders Institute courses, and numerous programs for Crittenden, Northwest Center for Professional Education, the Institute for International Research, the Real Estate Lending Institute and many others, as well as appearing as the keynote speaker at the annual meetings and conferences of several of the country's leading residential builders and developers. He also is the author of the nationally respected blog on real estate and residential development - www.residentialmarketingblog.com.

PROFESSIONAL PROFILE OF DANIEL R. LEVITAN (continued)

He is a national instructor of IRM and CSP courses, author of the IRM course, "Increased Profits Through Effective Builder-Broker Cooperation" and co-author of "Marketing on a Shoestring Budget". He also is a Certified Marketing Professional ("CMP"), charter designee and Certified New Home Sales Professional ("CSP"), charter designee; a Registered Apartment Manager ("RAM"), winner of the national Pillars of The Industry - RAM 2000 award and co-author of "How To Excel In Leasing Apartments"; a certified Commercial Property Builder ("CPB"), charter designee; a Senior Housing Marketing Specialist ("SHMS"), charter designee and Certified Active Adult Specialist in Housing ("CAASH"), charter designee.

Perhaps most indicative of the recognition of his expertise and professionalism is the fact that he is the recipient of the nation's leading awards for residential marketing - the Florida Home Builders' *John P. Hall Award* (in both 1997 and 2006), the Institute of Residential Marketing's *Trina Ripley Excellence in Education Award* and its *President's Award* and the National Association of Home Builders' *Bill Molster Award*. In February, 2007 Mr. Levitan was inducted as the first "*Fellow of the College of Fellows of the Institute of Residential Marketing*". In 2009 and 2010 Levitan was nominated as one of the "*100 Most Influential Real Estate Leaders*" and in 2010 was honored by NAHB as the first "*MIRM of the Year*". In 2013 he was named a "*Legend of Residential Marketing*".

PEOPLE ARE SAYING NICE THINGS ABOUT US

"Dan Levitan is one of the most respected professionals in the homebuilding industry. There isn't a marketing program, sales strategy, merchandising program or building design/redesign he hasn't seen or mastered. He is to marketing and sales what Davinci was to art and invention." - **Tom Vetter**, Accelerated Marketing Partners;

"Dan Levitan is revered in the field of new home marketing by clients and peers alike." - **Mary DeWalt**, Mary Dewalt Design Group

"I consider Dan Levitan to be a genuine hero in new home marketing and sales. I would recommend that any home builder or residential land developer pass the concept of any planned project by Dan Levitan before making a commitment to it. Better than anyone I know, Dan can say from his experience and analytical ability what will work and what will not. If not, Dan can tell you what needs to be done, while it can still be done, to give your project its best chance of success." - **Bill Webb**, William N. Webb & Company, Inc.

"Dan Levitan is one of the pillars of the new homes sales and marketing industry. His vast experience means he has probably solved any problem you might be encountering in the residential marketing arena." - **Gian Hasbrock**, Albemarle Plantation

"Dan Levitan is one of the most knowledgeable people in the field of new home sales and marketing. Our company relies on Dan's expertise in strategizing new communities and creating and implementing successful tactical sales and marketing programs." - **Dorothy Tayloe**, Daniel Homes

"Dan has always been on the cutting edge of the New Home Sales and Marketing field. His vast experience on the research side has made him a much sought after source of information and forecasting. Those who rely on his advice feel confident about their future success and long term results." - **Jack Gallagher**, GMG Incorporated

"Dan is without question the most knowledgeable, and the most effective Marketing Consultant in North America today. He stands alone in his ability and sheer genius to identify, solve, and resolve challenges facing home building companies regardless of market conditions. As one mutual builder client shared with me, "I may not always like what I hear from Dan but one thing is consistent, he is always right." His vision and perspective on the total marketing performance from land acquisition to close of sales is geared to profitability for his clients. Dan Levitan is simply the best." - **Bonnie Alfriend**, Alfriend Sales & Marketing Solutions

"Having known Dan Levitan for more than 25 years I can honestly say that Dan is revered by all who have worked with him as one of the Greats, a Guru, and a Legend all rolled up into one person. Dan's vast real estate experience and knowledge paired with his unique ability and vision to quickly identify and resolve housing industry challenges is uncanny" - **Brenda Kunkel**, Terrabrook

"Dan Levitan's vast knowledge and experience in the world of new home sales & marketing and community development is renown. His pragmatic, bottom line approach is tempered by his sincere desire to help his clients succeed and profit in all market climates." - **Angela Amadore**, Engauge

"Dan Levitan has been a consultant for our real estate projects for the past twelve years and, more than that, he has been a friend. Dan is the guy who really wants you to succeed, but who will look you in the eye and tell you, not what you want to hear, but what you need to hear. He's been right every time we have asked him anything. So we're going to keep asking Dan and listening to Dan. You just might want to do the same." - **Edward Ellis**, Ellis Development

REPRESENTATIVE CLIENT ASSIGNMENTS

Acme Business Products, Savannah, GA; **Agree Building Company**, Flint, MI; **All American Homes**, Naples, FL; **All Florida Properties**, Plantation, FL; **A.L. Rake and Son**, Stroudsburg, and Upper Mount Bethel Township, PA; **ALFA**, Montgomery, AL; **Amber Company**, Flint, MI; **American Somax**, Lake Worth, FL; **Andor Group**, Smithson, NY; (Joseph) **Aranow**, Clifton Park, NY and State College, PA; **Arland Community Development**, Orlando and Sarasota, FL; **Arlington Properties**, Irondale, AL; **Atlantic Gulf Communities**, Green Acres, North Port, Port St. Lucie, Port Charlotte and Silver Springs Shores, FL; **Bell Mortgage**, Sanford, FL; **Belmont Associates**, Chesterfield, VA; **Bissell Investment**, Birmingham, AL; **Bellemead Corporation**, Daytona Beach Shores, FL; **Blue-Green Corporation**, Charlotte, NC and Dallas, TX; **Blue Water Bay Properties**, Niceville, FL; **Bradshaw Associates**, Mount Pleasant, TN; **Brefrank, Inc.**, Wellington, FL; **Bristol Development**, Memphis, TN; **C. C. Industries**, Largo, FL; **C. J. Betters**, Allegheny & Butler Counties, PA; **Century Development**, Winter Park, FL; **Citibank**, Charlotte, NC, Colorado Springs, CO, Dallas, TX, Naples, Ponce Inlet and St. Augustine, FL; **Classic Communities**, Cumberland County, Hershey, Lancaster and Lebanon, PA; **Community Realty**, Bel Aire, MD; **Continental Properties**, Boca Raton, Boynton Beach, Coconut Creek, Hollywood and West Palm Beach, FL; **WCI/Coral Ridge Communities**, Coral Springs and Parkland, FL; **Corea and Corea**, Pismo Beach, CA; **Cornwallis Development**, Greensboro, NC; **Cory Lake Isles**, Tampa, FL; **Crosswinds Communities**, Lake Worth, FL; **Currie Hall Investment**, North Royalton, OH; **Daniel Corporation**, Acton, Fairhope, Leeds and Mountain Brook, AL; **Davis Communities**, Bonita Springs and Marco Beach, FL; **Delmarva Properties**, Seaford, DE and Chancellorsville, PA; **Del Val Financial**, Lady's Island, SC; **Development Corporation, Inc.**, Bonita Springs and Naples, FL; **Dickson Development**, Princeton Junction, NJ; **Dobson Builders**, Midlothian and Newport News, VA; **Domino Farms**, Ann Arbor, MI; **Eddleman Properties**, Birmingham and Chelsea, AL; **Elmore Development**, Wilmington, NC; **Ellis Development**, Craven County and New Bern, NC; **Engle Homes**, Zephyrhills, FL; **Equity Resources**, Naples and Wellington, FL; **Euro American Advisors**, Birmingham, AL; **Faber Homes**, Rochester, NY; **Fairfield Communities**, Lake Worth and Melbourne, FL and Green Valley and Tucson, AZ; **Fairfield Companies**, Akron, OH; **Farinella Construction**, Morris County, Springfield, Washington and West Trenton, NJ; **First Resources**, Beckley, Clarksburg and Huntington, WV; **Goldenberg Investments**, North Parkersburg, WV; **Greater Construction**, Orlando, FL; **Gyrodyne Company of America**, St. James, NY; **Halstead Contractors**, Montgomery, AL; **Harrison & Lear**, Lancaster, VA; **Hearthstone Advisors**, Apollo Beach, Deltona, Margate, Miramar, Lake Worth, Pembroke Pines and Orlando, FL; **Hearthstone Land**, Trussville, AL; **Hirsch Development**, Penfield, NY; **Holtzman & Silverman**, Oakland Co., MI; **IBEX Advisors**, Homestead, FL; **Independence Development**, Dover, DE; **Ingram & Associates**, Birmingham, Homewood, Irondale, Pelham, Montgomery and Trussville, AL; **Inkana Development**, Birmingham, AL; **Johnson City, Tennessee** (The Municipality of); **Kevin Scarborough, Inc.**, West Deptford, NJ; **Kingsway Builders**, Fenton and Linden, MI; **Landmark Homes**, Long Grove, IL; **Leewood Development**, Staten Island and Brooklyn, NY and Jersey City and Gloucester County, NJ; **Lely Development**, Naples, FL; **Lennar Homes**, Fort Myers, FL; **Lipsey's, Inc.**, Baton Rouge, LA; **Loma Linda Homes**, Polk County, FL; **Mansour Developments**, Flint and Grand Blanc, MI; **Martelli/Davidson Group**, Wilmington, DE; **MCL Development**, Chicago and North Chicago, IL; **McWilliams Construction**, Indian Harbour Beach, FL; **Mecca Farms, Inc.**, West Palm Beach, FL; **Merrill Trust**, Atlanta, GA; **MHI/Plantation Homes**, Tampa, FL; **Mobil Land**, Hobe Sound and Lake Worth, FL; **Morrison Homes**, Roswell, GA, Lake Nona, Orlando and Sarasota, FL; **Mt. Ebo Associates**, Brewster, NY; **Northeast Capital**, Beckley, Cheat Lake, Parkersburg and Morgantown, WV; **North Hills, Inc.**, Raleigh, NC; **Oak Ridge Builders**, Grand Blanc, MI; **Ocean Isle Development**, Ocean Isle, NC; **Oriole Homes**, Boynton Beach, FL; **Palmer Square**, Princeton, NJ; **Park Central Properties**, Orlando, FL; **Park Group Companies**, Clearwater, Oldsmar, Port St. Lucie and Tampa, FL; **Penn Homes**, Shreveport, LA; **Pineloch Management**, Lake and Orange Counties, FL; **Pinnacle Realty Services**, DeBary, FL; **Porta Holding**, Port St. Lucie, FL; **Porto Realty and Development**, Edinboro, PA; **Potomac Investment**, Charlotte, NC; **Prestige Communities**, Gainesville, FL; **Pulte Homes**, Chicago, IL; **Purnell, Inc.**, Salisbury, MD; **Pursell Investments**, Tala-dega, AL; **Regency Park**, Cary, NC; **Regis Development**, Columbia County, GA; **Rickel Development**, Coral Springs, Pembroke Pines and Plantation, FL; **Rivers Bend Development**, Chesterfield County, VA; **Retirement Systems of Alabama**, Opelika and Point Clear, AL; **The Ryland Group**, Columbia, MD; **Santa Fe Properties**, Santa Fe, NM; **The Selective Group**, Troy, MI; **Security Land**, Ocala, FL; **Shick Development**, Grand Blanc, MI; **Shore West Construction**, Cleveland and North Olmsted, OH; **Shumaker Homes**, Columbia and Lexington, SC; **Southern Realty**, Fairplay, SC; **South Wales, Inc.**, Culpepper County, VA; **Sportsacre, Inc/ Rifco, Inc.**, Miami, FL; **Springland Associates**, Princeton, NJ and The Hamptons, MA; **Stephens, Inc.**, Maumelle, AK; **Sun Bank**, St. Johns County, FL; **Sunrise Homes**, New Orleans, St. Tammany, Tangipahoa and Baton Rouge, LA; **Tampa Bay Resources**, Fort Myers, FL; **Tate Enterprises**, Hialeah and Fort Pierce, FL; **Thornton Construction**, Pelham and Shelby County, AL; **Toll Brothers**, Parkland, FL; **Twelve Oaks Development**, Naples, FL; **Union Valley Corporation**, Middlesex County, NJ; **U. S. Homes**, Charlotte, NC, Nashville, TN, Plano, TX, Clearwater, Fort Meyers, Naples, Jacksonville and Tampa, FL; **USS Real Estate**, Helena, Hoover, Leeds and Trussville, AL; **Van Kampen Merritt**, Little Rock, AK, Dallas, TX and Sebring, FL; **Weiner & Associates**, Dover, DE; **Westminster Swanson Land Partners**, Bradenton, FL; **Weyerhaeuser Real Estate**, Phoenix, AZ and New Bern, NC; **Wilson Holdings**, Montgomery, AL; **Woodard Associates**, Indianapolis, IN; **Wyndham Homes**, Carmel and North Salem, NY and Beacon Falls, CT; **Yedlin Development**, Princeton, NJ; **Zavaco, Ltd.**, Coral Springs, Boca Raton and Tamarac, FL; **301 South Front Street Partnership**, Memphis, TN

