

## REAL ESTATE DEVELOPMENT AND CONSULTATION SERVICES

The Maher Company, Spokane, WA

2005 – present

**Owner:** The Maher Company is a real estate marketing and development company offering comprehensive development, marketing, public relations and sales consultation services to resort and commercial real estate developers and brokerage firms. The company is also involved in real estate acquisition and development on its own account. Contract services include market research; master planning; identification and negotiation of project lending and funding sources; purchase and sale contract development; home owner and condominium association formation and document generation; research and market analysis, project pricing models, reservation-based sales programs and product launch events; creative direction and production of collateral tools for new commercial developments, resort properties, PUD's and condominium projects.

CLIENT LIST: Ledger, Dodge & Patano, LLC - The Lofts at 609 Sherman; North Idaho Resorts, LLC - Hidden Lakes Golf Resort; Mountain West Ventures - Village Hope; SRM Development, LLC - Riverstone; Hayden Lake Marina, LLC - The Cottages At Hayden Lake; Cascade Pacific Real Estate Services, LLC

## RESORT PROPERTY DEVELOPMENT MARKETING & SALES

Villelli Enterprises, Inc. – Hidden Lakes Golf Resort, Sandpoint, ID

2001 –2005

**Director, Business Development, Marketing and Sales:** Reporting directly to the President of Villelli Enterprises, Inc., responsibilities included the direction and development of marketing, public relations and sales plans for Hidden Lakes Golf Resort - a planned world-class destination resort encompassing nearly 1,000 acres of mountain, river, woods and waterfront in Sandpoint, Idaho. Responsibilities included repackaging and branding the resort including the development of all resort collateral for the individual profit centers of golf, lodging, food and beverage, recreation, and real estate. Developed investment offering packages and marketed the resort to potential investors, equity partners and lenders. Projects included the direction and development of the condominium sales contract, condominium association documents and the association formation. Directed the real estate marketing and sales program with emphasis on marketing Cottonwood Lodge Condominiums – a condo-hotel reservation-based sales program, home sites and large parcels.

Harbor Properties – Schweitzer Mountain Resort, Seattle, WA & Sandpoint, ID

2000 – 2001

**Marketing and Sales Director, Resort Real Estate:** Reporting directly to the President of Harbor Properties, Inc., I developed and implemented the marketing, public relations and sales plans for White Pine Lodge and Selkirk Lodge, mixed-use retail and luxury condominium hotel projects at Schweitzer Mountain Resort in Sandpoint, Idaho - the largest privately owned ski mountain in the world covering 7,000 acres. Responsibilities included management of budget and schedule for all collateral, advertising, public relations and events; sales team selection, training and coordination; brokerage community liaison; launch event planning, and Discovery Sales Center management. As a member of the development team, I also played a vital role in design and development strategies for Schweitzer Village, including land sales and lot sales planning. Experience included private launch training and plan review with IntraWest resort development executives in California and Vancouver, BC.

## INVESTMENT PROPERTY SALES • BUSINESS & MARKETING CONSULTANT

Real estate licenses held: Maher Investment Real Estate, Inc., Spokane, WA & Coeur d'Alene, ID;

Alvin J. Wolff, Spokane, WA; Grubb & Ellis, Atlanta, GA

1991 – 2000

As an independent contractor, I marketed, sold, leased and managed commercial and investment properties. As a freelance consultant, I contracted with project management companies, company executives, developers and property owners to direct their corporate and project marketing efforts. Services included the revitalization of distressed income properties; property repositioning; market, product and portfolio research, market and product analysis and feasibility; comprehensive marketing services including business, marketing, advertising, public relations and sales plan development; creative direction and production of a complete range of corporate and project marketing and sales materials.

PARTIAL CLIENT LIST: Odelia Pacific Corporation • Nextel Communications • Community Internet Partners  
Grubb & Ellis • Leavitt Shay & Co. • Housing Authority of Portland • Alvin J. Wolff • Maher Investment Real Estate  
Trammel Crow • American Exchange Services • Emeritus Corp. • Assisted Living of America, Inc.  
Villelli Enterprises, Inc • Hecla Mining Company • Balcor • FDIC • IntraWest • Travelers Insurance Company

## ADVERTISING AGENCY ACCOUNT MANAGEMENT

Maher Advertising, Inc.

1988 – 1991

**President:** Founder of Maher Advertising, Inc., an agency specializing in the marketing and promotion of real estate properties and services. Clients included commercial brokerages, property management companies, development and construction companies in the Pacific Northwest, along the West Coast, in Europe and Japan. Maher advertising was sold in order to focus on acquiring real estate licenses in three states with the goal of providing clients with an expanded range of services.

PARTIAL CLIENT LIST: American Property Consultants • Sayyou • Holly Corp. • Lincoln Property Co. • Grubb & Ellis Hecla Mining Company • Goodman Financial • Triad Development • Cosmos Development • Su Development Western States Realty • Rim Company • Titan Construction • The Duryee Group • Nordevin Development • Halpin & Smith Management • Section 1031, Inc. • Granaten • Spath McClure

Agency Positions: Cranborne Chase, Account Supervisor, Seattle, WA; May Partners, Account Executive, Seattle, WA; Schey Advertising, Houston, TX, Assistant Account Executive

1983 – 1988

Marketing and management of advertising and public relations for real estate development companies and chain retailers. Responsibilities included corporate marketing and new business acquisition; account services; planning; budget development; media/public relations; promotional development and merchandising; agency systems and policy development; Co-op and Key market programs

PARTIAL CLIENT LIST: Ben Bridge Jeweler • Jonathan Edwards Jewelers • United Jewelers • Southcenter Shopping Mall • McDavid Automotive • Northwest Boat Centers • Jack's Fish Spot • Uniglobe Business & Pleasure Travel Goodman Management Group • McKinney Homes • Pecan Grove Plantation • Jackson Development • Century Development • Helly Hanson • McCaw Telepage • Tacoma Stars.

## REAL ESTATE LICENSES

Active Washington State Real Estate License. Ability to activate licenses in Idaho and Montana.

## ORGANIZATIONS

Museum of Arts and Culture (MAC), Foundation Board Member, 2008 • Sandpoint Air Service Committee, 2004 committee member • Greater Sandpoint Chamber of Commerce, 2004 board member and marketing committee chairperson • North Idaho Tourism Alliance, 2004 committee member Spokane/Kootenai Real Estate Research Commission, 1995 member • Community Internet Partners, 1996 advisory board member • Spokane Area Trade Assistance Center, 1995 committee member • Inland Northwest World Trade Council, 1995 committee member • Spokane Symphony Associates, 1996 fundraiser • Seattle Symphony Associates, 1997 volunteer

## EDUCATION

Bachelor of Arts, English Literature and Fine Arts – 1983: University of St. Thomas, Houston, TX

Real Estate Education with accredited institutions in Montana, Washington, Idaho and Georgia

Fine Arts Education and studio work at various institutions including Studio Arts Centers International (SACI), Florence, Italy; Cornish College of Fine Arts, Seattle, WA; Gonzaga University, Spokane, WA; Washington State University, Pullman, WA

## REFERENCES AVAILABLE UPON REQUEST

[www.themahercompany.com](http://www.themahercompany.com)

