

# Joe Colletti

Home Builder & Developer Sales Specialist

770.650.0118 phone | joe@joecollettiandassociates.com

Roswell, Georgia



## Quotes

"Do the things no one else wants to do."

"We need to focus on directing people in the right direction, to make the right decision."

"If success was so easy to obtain, there would be no such word as failure." - *Joe Colletti*

## Expertise

Sales Training  
Motivational Speaker  
On-Site Sales Training

Developer Consulting  
New Home Consulting  
Builder Consulting

Effective Communication  
Marketing Training  
Sales Team Coaching

## Professional History

### **Master Planned Community, Peachtree City, Georgia** **Vice President, Director of Builder Services Group**

Responsible for the Sales and Marketing of 4 Master Planned Communities, with a Total of 32 Neighborhoods. Worked with Development on Site Selection, Land Plan, Product Type and Price Point. Managed the Sales for National Builders. Doubled the number of Neighborhoods in one year from 12 to 31. Increased Co-Broke Sales from 36% to 70% plus. Improved Closing Ratios to 1 in 15. Developed and instituted Quarterly Skills Enhancement Training. Butterfly Program designed to move standing inventory. Developed Marketing Programs for entire Communities.

### **Neighborhood Builder Services Division, Raleigh, NC** **Vice President, Sales and Marketing**

Directed the efforts of 9 Sales Managers, 61 Sales Associates, and 8 marketing and support staff in 57 New Home Communities. Increased annual sales 16% - 1479 units. Increased annual revenue 14% - over \$315,000,000. My division had over 32 Mame award winners in 1996, top sales recognition by local HBA. Designed and developed database to produce management analysis graphs and reports.

### **New Homes Sales and Marketing Group, Haddonfield, NJ** **Vice President, Corporate Director of New Homes Sales Division**

Recruited and trained new and experienced Sales Associates. Responsible for 4 Sales Managers, 28 On-Site Sales Specialists and 2 Admins. Developed 90% of corporate Office Systems, Traffic Reports, Goal vs Actual, Broker Outreach System. Increased from 7 to 23 Neighborhoods in 10 months. Established a builder, bank, and appraiser database that improved trend analysis. Produced top Salesperson in the company – with Sales in excess of \$30,000,000 per year.

## Certifications

CSP Instructor  
GRI Instructor  
Real Estate Broker GA  
Real Estate Broker NC

Real Estate Broker NJ  
Real Estate Broker PA  
Certified Sales Professional  
Certified Marketing Professional

MIRM Candidate  
Certified Broker Manager  
Certified Residential Specialist

## Affiliations

Member of the Greater Atlanta Home Builders Association (GAHBA)  
Member of The National Association of Home Builder (NAHB)'s National Sales & Marketing Council (NSMC)  
Instructor for NAHB's Certified Sales Professional (CSP)  
Member of NAHB's 50's plus Housing Council  
Member of GAHBA's Board of Director  
Member of GAHBA's Sales & Marketing Council (SMC)  
Former Sales & Marketing Council (SMC) Chair for the Triangle Sales and Marketing Council in Raleigh, NC  
Former Member of New Home Marketing Group of America (NHMGA)'s Board of Trustees

## Our Clients (partial list)

Park Trust Development | Nashville, TN  
Home Builders Association | Chicago, IL  
Greater Atlanta Sales and Marketing Council  
Northland Residential | Burlington, MA

Washington Homes | Washington DC  
Sulgrave Developer LLC | Kansas City, MO  
JMG Marketing in Cape Cod | MA  
GMAC Real Estate | Orlando, FL

## Success Stories

"Due to Joe's involvement, we increased per project sales an average of 32% a year and reached our target goal 4 years sooner than anticipated."

— **T. Franks of CraftBuilt/K. Hovnanian Homes**

"As a 30-year veteran in new home sales and marketing, Joe understands the principles upon which sound sales practices are based. More importantly, he can train and coach both the novice salesperson and seasoned sales professional to ensure that they apply the proper techniques to meet the needs of today's buyers."

— **R. Carlson MIRM, CMP, CAASH of Carlson Communications, Inc.**

## Publications

Multiple articles in Real Estate Today, Professional Builder Magazines, Ideas Magazine and St. Petersburg Press.

Nationwide speaking engagements for Real Estate Leaders of America, Builders Marketing Society; National SMC's and NAHB International Builders Shows.

Developed nationally accredited Training Program for Better Homes and Gardens Real Estate (National).