

Brett Frosaker

7046 19th Ave NE ◦ Seattle, WA 98115 ◦ bfrosaker@gmail.com ◦ 206-755-7858

Qualifications Summary

- Founder and chief web designer of CondoCompare.com, a multistate condominium shopping platform.
- Lead the market expansion team of Condo Compare Inc, resulting in satellite offices in Washington, Oregon, California, Utah, New York, Florida, and Texas.
- Project Manager of multiple teams in predevelopment and sales programs for over 1000 condominium homes across 15 communities.
- Team Leader of several businesses and/or business units bringing energy and excitement to the group.
- Communicator – Relied on as the industry expert for media requests resulting in numerous quotes in the Seattle Times, Puget Sound Business Journal, and the Daily Journal of Commerce.
- Product Manager & database administrator for the FatReport, a famously known database driven industry newsletter with the dual objective of promoting transparency in the real estate industry and creating a viral marketing piece promoting our project management services.

– Core Competencies –

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| – Leadership | – Team Building | – Problem Solving and Analysis |
| – Presentation and Communication Skills | – Project Management | – Deep Technical Understanding |
| – Conceptual Thinking | – SEO / SEM | |

Business Development: Columbia Real Estate Group – 9/2005 to Present

- Secured hard-won approvals in competitions with painstakingly crafted RFPs resulting in \$78,000,000 in projected gross project sales.
- Strategically re-positioned firm's data driven marketing report into an on-line subscription service for new revenue generation while implementing a coordinated marketing strategy, plan, and budget.
- Create a market research department responsible for producing hyper-local economic reports for leading banks and development companies.

Project Management:

- Organize and manage cross company team members leading to strong client and partner relationships.
- Enter into and/or negotiate contracts on behalf of development companies for attorneys, management companies, media companies, design teams, and financial partners.
- Develop and implement the firm's marketing strategy identifying long-term emerging market opportunities resulting in contracts to sell over 300 condominium homes in 3 communities.
- Analyze the current economic climate and socio-demographic data to determine trends and recommend unit mix, sizes and types of floor plans, finish schedules, and initial pricing for housing projects.
- Develop the marketing strategy and perform the market opportunity analysis to successfully lead the team to concisely execute the marketing plan resulting in 70 condominium sales in one weekend.
- Evaluate and monitor for quality assurance, work completed by loan officers, attorneys, and other professionals to ensure regulatory compliance and governmental approvals.

Principal:

- Ensure compliance with all state and local regulatory guidelines.
- Execute business accounting functions.
- Create and administer on-going training programs.

President /Founder: CondoCompare.com – 1/2006 to 4/2009

- Chief design architect directing the data structure and overall site design.
- Head of operations; monitoring and maintaining regulatory and mls compliance as well as supervising the customer service team, accounting systems, and quality control teams.
- Implementation of the overall market expansion initiative resulting in the creation of seven satellite offices in different states.
- Directed the recruiting initiative for the national agent partner referral network building a database of agents, establishing relationships, and executing the follow-up program.

Business Development: Williams Marketing – 9/2004 – 9/2005 (contract term)

- Expand and solicit relationships with over fifty potential developer clients while maintaining relationships with current developer clients.
- Keep on top of the market analyzing competition in order to present recommended unit mix, sizes and types of floor plans, finish schedules, and pricing for a variety of condominium communities.
- Acquire predevelopment contracts for predevelopment work on over 400 homes in 4 communities.
- Project manage the entire sales process from site selection, presentation center build-out, agent selection, creation and implementation of marketing strategies, plans, and budgets leading to the successful sellout of over two hundred homes in five communities.
- Appoint on-site personnel including the site manager, agents and assistants as needed.
- Direct interior designers for each condo project and oversee sales office set up including layout, displays, model homes, lighting, reception and greeting area.

Project Management: John L. Scott Project Services Group – 9/2000 to 9/2004

- Create a builder division within John L. Scott Inc resulting in acquiring six development sites and assembling and managing sales teams, developing and implementing the marketing plans and budgets at each site while reporting to different development entities.

Education

- BA University of Washington Foster School of Business (Finance).

Hobbies/Interests

- My interests revolve around Emerging Technologies, Development, Economics, and Urban Design.
- Volunteering at Assumption St Bridget School (ASB)
- I coach Soccer & Basketball

Board Membership Positions

- Condo Compare Inc: A multi-state on line condominium shopping platform
- CUCAC: City of Seattle, University of Washington, Community advisory committee
- RBCA: Ravenna Bryant Community Association

Software Proficiency

Excel	Access	Google Analytics
Expression Web	Fireworks	QuickBooks