



GUEST EDITOR

With more than two decades of personal success in new home sales and management, **Roland M. Nairnsey CSP**, is senior vice president of Training and Development for Bob Schultz and The New Home Specialists

based in Boca Raton, Florida. Through a combination of in-company presentations, on-site coaching, public seminars, and video conferencing, Roland teaches sales professionals all across the country The Official New Home Sales Development System®. Sharing real-world experiences and utilizing his "in the trenches" insights, he fosters a unique synergy with his students, accomplishing dramatic results. He can be reached at Roland@newhomespecialist.com, and 561-368-1151.



Jane Meagher, MIRM, CSP, is president of Success Strategies, the nation's premiere design center consulting firm. Success Strategies specializes in all aspects of design center operations including product analysis, profit-building programs, comprehensive

procedures manuals, and training programs for selling options, all resulting in higher profits, more satisfied buyers, and the reduction of costly mistakes. Jane is a sought-after lecturer at many national and regional building industry conferences. She brings 20+ years of new home sales and marketing expertise to Success Strategies' clients in over two dozen states and Canada. Jane would love to hear from you at 732-761-8134 or through www.opt4success.net.

Richard Elkman, MIRM, is president of Group Two Real Estate Marketing Advertising headquartered in Philadelphia, Penn., and Delray Beach, Fla. The firm numbers among its clients more than 75 builders/developers in 35 states involving approximately 300 communities. Elkman has been an active participant and speaker at the International Builder's



Show for more than 25 years in addition to regional and local conventions. He is the author of five books including *Building Better Ads — New Home Advertising That Really Works!* Elkman is a past president of

the Institute of Residential Marketing, a member of the Board of Trustees of the National Sales & Marketing Council and a member of the Urban Land Institute. Reach him at relkman@grouptwo.com.

Stephen Zadrick is CEO of CenterPoint LLC, a real estate investment company that focuses on providing capital solutions to luxury condominium developers. Steve was recently recognized as one of *Builder and Developer Magazine's* Who's Who in the Building Industry and was listed in *Florida International Magazine's* People edition titled "Power Players: 100 A-List



Floridians." In January 2005 he was a featured speaker at the annual National Association of Homebuilder's International Builders Show in Orlando where his program was rated by the NAHB as one of the Top Five educational sessions. Zadrick was recently asked to serve on the Board of Experts of IRETO, the International Real Estate Trade Organization and is also a Full Member of the Urban Land Institute, a Member of the International Real Estate Federation, and the NAHB. He created and developed CenterPoint's Project Driven Financing program and has positioned CenterPoint LLC as a recognized industry leader in boutique financing for luxury high rise real estate developers. For more information, visit www.centerpointcs.com.