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Summary

Real estate, building and property management professional with extensive experience in construction and real estate sales and marketing. A proven record in land acquisitions, governmental approvals, real estate development and sales. A Comprehensive knowledge of common interest reality association management including condominiums, cooperatives and home owner association. Coupled with a strong background in working in highly uncertain, risky and challenging land development environments has sharpened skills in managing large markets and numbers of people.

A strategic thinker with the ability to integrate organizational goals with the needs of both the state and local governmental regulatory entities. Achieved financial success while being remarkably attentive to the needs of the customer. Comprehensive expertise and vision based on 25 years as a homebuilder, developer and property manager.

Licensed as a NJ & NY broker/sales associate and NJ building inspector. A keen ability to grow an organization and create a culture of winning. Particular competencies in:

- *Property Management*
- *Banking Relations*
- *Financial Management*
- *Land Acquisition and Development*
- *Human Resource Management*
- *Construction Management*
- *Government Regulations*
- *Sales, Marketing and Public Relations*

Accomplishments in Areas of Competence

Property Management

- Supervise sited and portfolio managers of Mid-rise condominium and Home Owner Associations complexes from Tenafly to Asbury Park NJ.
- Supervised sited and portfolio managers of High Rise complexes totaling over 3,000 units of Condo, Coop & Rentals from Fort Lee to Monmouth Beach NJ.
 - Handle all supervision of staff
 - Oversaw contract negotiations for renewals
 - Directed and assisted managers with auxiliary staffing such as security, maintenance, front desk and superintendents
 - Held monthly manager meetings and team building events
 - Prepared and update various corporate reports
 - Attend various board, shareholder and subcommittee meetings to support manager
- Managed 23,000 sq ft. office building with various tenants in Springfield NJ:
 - Coordinated all tenant fit up
 - Negotiated all lease agreements
 - Attended all court appearances
 - Handled all capital improvements and maintenance projects
- Managed 84,606 sq. ft. of industrial warehouse in East Hanover NJ, and all related duties
- Maintain a portfolio of 4 rental residential housing
 - inclusive of rent controlled apts.
- Supervised 5 resident managers of 5 complexes totaling 780 units of garden apartments in Irvington NJ:
 - Handled all necessary legal and court actions
 - oversaw all rent collections
 - directed a crews of maintenance employees
 - processing of leases

Land Acquisition & Development

- Flipped 18 hole Golf Course at Washington Township, NJ; evaluated feasibility and sold it to golf course management company for \$2.5 Million
- Subdivided site in Mansfield NJ “*Kensington Estates*” Developed and sold 116 single family homes with an average sales price of \$300,000. Subdivided and flipped 55 single family lots. Flipped 38 acres of commercial property to a national commercial developer
- Purchased foreclosed 20 lot subdivision in Branchburg Twp. NJ from Chemical Bank; redefined product and sold out subdivision “*Burnt Mills Estates*”
- Purchased various spot lots and built homes of various sizes and price depending on the specifics of the market and location.
- Assembled two adjoining properties creating community of 10, million plus homes “*Branchburg Knoll*”
- Purchased 8 lot subdivision “*Hidden Valley Estates*” developed and sold homes and lots.

Financial Management & Banking

- Established and successfully maintained land acquisition and construction financing with various institutions such as Core States, Summit Bank & Commerce Bank
- Worked jointly with the RTC to complete projects and purchase other projects from failed saving and loan partner Red Hill Saving and Loan
- Continue banking relationships with capital improvement projects; recently procured \$825,000 construction revolver for improvement to a 44,000 sq. ft. industrial warehouse
- Manage accounting, bookkeeping, and tax planning functions of all entities for *Farinella Homes, Farinella Industrial Parks I & II, Farinella Industrial Inc.*
- Developed budgets and cash flow projections for various projects

Government Regulations:

- Presented testimony to the COAH Board resulting in reaffirmation of Mount Laurel site
- Appointed to Christy Todd Whitman’s transition task force; consulted on matters of construction and development
- Supervised the creations of various Public Offering Statements for various projects including developments with a variety of housing types which required a multi layer approach
- Attained highly successful record in gaining approvals for a range of developments including, single family homes, industrial and commercial projects.
- Demonstrated the advantage of approving affordable housing units to the financial gain of the company and the equal benefit to the township
- Member of the Rockland County Planning Board

Human Resource & Construction Management

- Prepared specification and comparative bid analysis for various contractors
- Extensive management of all contractors through all stages of construction
- Developed & implemented subcontractor agreements for all active subcontractors
- Coordinated the creation of job descriptions for assorted positions within the company
- Authored & established personnel policy and company handbook
- Maintained all time off requests
- Oversaw all hiring, firing and health insurance policy decisions
- Established 401K & Profit share package

Sales, Marketing and Public Relations

- Led the sale of an assorted number of tracts of land:
 - 55 fully approved single family lots in Mansfield, NJ
 - 48 acres of commercial property subject to approvals in Mansfield, NJ
 - 10 industrial/commercial lots of various sizes ranging from 2.5 to 5.5 acres at Hunterdon Corporate Center, Flemington NJ
 - Miscellaneous single family spot lots
- Initiated the sale of a 23,000 sq ft. Office Building.
- Negotiated and completed the sales of 2 industrial buildings.
- Established a brokerage company, *Felicia Realty*, to sell all in house residential construction
- Participated in over 225 million of residential new home sales
- Sold close to 20 Million in residential re-sales
- Organized numerous grand opening events and various special events at new home developments
- Promoted Farinella family branding “ *a Family of builders building for families*”
- Promoted personal branding for real estate sales “ *Mary has one priority- yours*”
- Developed extensive public relations campaign with PR releases, interviews with print and radio, and other collateral material.
- Managed feasibility studies to determine salability
- Oversaw the rebranding of INTEGRA, including new logo, advertisements & collateral marketing material
- Participated in various trade shows and requisite follow up with potential clients

Professional Work History

INTEGRA Management Corporation, Director of Operations & Business Development

2010-Present

INTEGRA Management Corp., is a NJ based property management company, Mt. Arlington, NJ
(NJ based property management company with 110 communities and 12,000 units)

Director of Operations & Business Development

- Responsibilities include providing, leading and implementing the varied operational needs and ongoing future business development.
- Reporting directly to the President and Controller.
- The direction, general management and administration for the effective operation of INTEGRA.
- Responsible for providing both community association managerial and financial management support and supervision to 20 managers and 2 regional managers.
- Establish ongoing training and professional development of personnel.
- Provide direction and guidance to all staff and act as an ombudsman between the accounting department and property managers
- Develop and implement effective organizational policies and procedures
- Explore, investigate, evaluate and introduce new products and services. Improve upon the purchasing of services and products that enhance the marketability and efficiency of the company to meet goals and objectives.
- Provide technical support, insights and hands on operation of building technology, of equipment, services and life safety systems and procedures.
- Provide support and management of sophisticated site infrastructure, services and equipment
- Participate and manage the start-up and or ongoing operations of large scale communities with clubhouses, pools, golf courses and other amenities.
- Visit, inspect and identify the personality and needs of communities under management and offer critical observations and operational recommendations.
- Assist in the recruiting and hiring of new employees and assist in the on-going training and development of said employees.
- Assist Regional Managing Directors and Managers in the development and submission of their budgets, financial reports and management reports.

- Manage and oversee the process of management contract renewals
- Provide customer service where needed with clients or others. Interacting with difficult and challenging customer demands
- Coordinate and maintain emergency and disaster management processes and plans and introduce and train clients, managers, and interact with public agencies in implementation.
- Provide the necessary due diligence for the consideration of entering new markets or acquiring of competing management companies.
- Provide marketing techniques and knowledge to enhance the market presence of the company in the industry.
- Assist Regional Managing Directors and Managers in the development and submission of their budgets, financial reports and implementation.
- Developed budgets and cash flow projections for various projects
- Oversaw the rebranding of INTEGRA, including new logo, advertisements & collateral marketing material
- Participated in various trade shows and requisite follow up with potential clients

Wentworth Property Management Inc., Executive Director

2009-2010

Wentworth Property Management Inc., is a NJ based property management company

- Responsibilities included the supervision of 15 high rise properties, including condominiums, coops & rentals.
- Directly supervised 8 sited and portfolio managers along with security, concierge, porters, maintenance and superintendent staff.
- Assisted managers with budgets, contract negotiations and any other items that pertained to the property and its management.
- Supervised 8 sited and portfolio managers of High Rise complexes totaling over 3,000 units of Condo, Coop & Rentals from Fort Lee to Monmouth Beach NJ.
 - Handle all supervision of staff
 - Oversaw contract negotiations for renewals
 - Directed and assisted managers with auxiliary staffing such as security, maintenance, front desk and superintendents
 - Held monthly manager meetings and team building events
 - Prepared and update various corporate reports
 - Attend various board, shareholder and subcommittee meetings to support manager

Farinella Homes Inc., Partner, Vice President

1999-2009

Farinella Homes Inc., is a NJ based developer, home builder & property management company primarily working in Somerset & Hunterdon Counties. Responsible for all aspects of the business including land acquisition, contract negotiations, governmental approvals, product development, sales & marketing and financial planning

Farinella Development Co. Inc.,

Farinella Development Co. Inc., was a NJ based developer, home builder & property management company

Partner, President

1987-2002

Responsible for all aspects of the business including land acquisition, contract negotiations, governmental approvals, product development, sales & marketing and financial planning

Vice President

1986-1987

Assisted President with company acquisitions & land sales, managed 50 employees and various construction sites

Construction Superintendent & Customer Service Manager

1985-1986

Managed various subcontractors, procured necessary township inspections & prepared units for closing at Tinton Woods a 245 unit townhouse development Eatontown NJ

Residential Apartment Manger

1983-1984

Manager of 780 units of apartments in Irvington, NJ supervised 5 resident managers, maintenance crews, processing of leases, handling of necessary legal and court actions.

Professional Sales History

<i>Coldwell Banker Residential Brokerage</i> <i>Broker /Sales Associate</i> Marketing and sales of resale and new homes	<i>1999-Present</i>
<i>Felicia Realty Co., Inc.</i> <i>Broker of Record</i> Marketing and sales of all new homes, land acquisitions & land sales for Farinella Development Inc.	<i>1994-1999</i>
<i>Oxford Realty Company, Inc.</i> <i>President</i> Marketing and sales of all new homes, land acquisitions & land sales for Farinella Development Inc.	<i>1990-1994</i>
<i>Joseph & Mandel Co. Inc.</i> Sales Person	<i>1983-1990</i>

Education & Licensing

<i>Seton Hall University</i> , South Orange, NJ <i>MBA</i> Management <ul style="list-style-type: none"> • Student Excellence Award MBA in Management • Service Project Award Habitat for Humanity 	<i>2007</i>
<i>Drew University</i> , Madison, NJ <i>BA</i> , Zoology	<i>1982</i>

Professional Community Association Manager (PCAM), 2014
 Certified Manager of Community Associations (CMCA), 2011
 Completed 3 of 4 CCIM course at NYU 2008-2009
 NY Real Estate Instructor, 2009
 NY Real Estate Broker License, 2008
 OSHA 10 Hr-Construction Safety Course, 2008
 NJ Builders Association Builder of the Year 1999
 NJ Real Estate Broker License, 1994
 New Jersey Association of Realtors Circle of Excellence, 2002-2004
 Certified New Home Sales Professional Program National Association of Home Builders, 2001
 Industrial Commercial Specialist NJ Building Inspector License, 1989
 Residential Commercial Specialist NJ Building Inspector License, 1989

Professional Affiliations

Rockland County Planning Board – 2009 to 2013
 NJ Builders Association, President- 1999
 Community Builders Association, President-1995
 National Association of Home Builders, Construction Code Committee-1994
 Home Owners Corporation, President, 1993
 Governor Christine Todd Whitman, Transition Task Force-1993