
S. ROBERT AUGUST



BA, MIM, NAHB SENIOR LIFE DIRECTOR,

IRM FELLOW, MIRM, CMP, CSP, MCSP, CAASH, CLIPP, MASTER TRAIN THE TRAINER

CURRICULUM VITAE

One of the most distinguished, award-winning marketing, management, and sales strategists in the world today, Robert has helped merchandise more than \$30 billion of residential, resort, retail, recreational, commercial, institutional, industrial, and governmental real estate, as well as other business products and services.

PROFESSIONAL EXPERIENCE

NORTH STAR SYNERGIES, INC.	Denver, Colorado
President	2011 to Present

Executive business development strategy firm specializing in real estate-related businesses in need of a boost in marketing, management, and sales.

UNIVERSITY OF DENVER	Denver, Colorado
Adjunct Professor, School of Real Estate Construction Management	2006 to Present

S. ROBERT AUGUST & COMPANY, INC.	Denver, Colorado
President	1983 to 2011

- ★ Founded and created a national executive business development strategies firm, servicing developers, builders, REALTORS®, economic development councils, suppliers, lenders, manufacturers, and other businesses.
- ★ Marketed more than \$30 billion in retail, residential, resort, recreational, commercial, institutional, industrial and governmental real estate.
- ★ Worked with such companies as Disney, Exxon, Howard Hughs Corporation, Pella, Multiproyectos, Coldwell Banker, Sears Commercial, MetLife Home Loans, Whirlpool, Miles BrandDNA, Cabela's and Propertyshelf.
- ★ Raised more than \$3 million for Children's Hospital, Multiple Sclerosis, Hospice of Metro Denver, Colorado Easter Seal Society, Show Home for Hope, Bridge Project, Colorado AIDS Project, Colorado Pediatric Aids Foundation, Home Builders Foundation, Universal Design Living

Laboratory, Jewish Family Services and NAHB's Home Builders Care and local, state, and national Build-Pacs.

- ★ Past Chairman of the NAHB's National Sales and Marketing Council and Past President of the Institute of Residential Marketing. Robert is also responsible for raising more than \$100 million of membership, political action sponsorship, and advertising revenue for the NAHB.

REALTY WORKS, INC.	Denver, Colorado
Founder	1995 to 2007

Specializing in land, new home sales and leasing.

S. ROBERT AUGUST REALTY CORPORATION	Denver, Colorado
Founder	1983 to 1995

Specializing in land and new home sales and leasing.

STUART R. SCOTT & ASSOCIATES, INC.	Colorado Springs, Colorado
Vice President of Marketing & Sales	1982 to 1983

Trained, supervised and motivated sales force for six residential communities. Increased sales of Stuart R. Scott & Associates properties 62% over the previous year. Supervised all promotional activities (seminars, special events, direct mail, brochures, billboards, public relations, advertising) of residential and commercial properties. Created first residential neighborhood at the Broadmoor Resort.

THE RANCH	Denver, Colorado
Director of Marketing	1978 to 1982

Coordinated and supervised the marketing of a 414 acre planned residential and commercial community. Supervised all promotional activities - seminars, special events, direct mail, brochures, billboards, signage, media placement, interior decorating of models, public relations, and advertising. Developed positive image for community and an identity for a quality housing product in Westminster. Developed Image Campaign for Adams County Chamber of Commerce. Raised more than \$200,000 from public and private sectors in 30 months. Attracted national and multi-national businesses to Adams County.

TOLLIN - GRAYBOYES	Bala Cynwyd, Pennsylvania
Project Manager	1976 to 1978

Coordinated and supervised the marketing of planned residential community of townhomes and single family residences. Trained sales force. Worked with suppliers to establish contracts and product information. Supervised and created all promotional activities: brochures, sales meetings, billboards, signage, direct mail, newspaper ads, telephone surveys, and industrial sales. #1 Home builder in Lehigh County, Pennsylvania.

RIDGE HOMES

(Subsidiary of Evans Products)

Conshohocken, Pennsylvania

1972 to 1974

Regional Service Manager/Sr. Customer Service Officer

Supervisor Customer Service

Supervisor: Managed Customer Service for 10,000+ homes. Saved thousands of dollars daily by working with customers and dealers by solving problems of shortages, damages and mis-shipments for thousands of homes. Acted as a feedback specialist to other departments to correct difficult situations relating to consumer needs. Responsible for a staff of 23 (regional service managers, assistants, and clerks). Trained new department personnel. Reduced complaints 25% in a 4-week period with a special project coordinated with personnel from other departments. Coordinated the development of a customer service training manual.

Senior Customer Service Officer: Serviced the largest national customer dealer territory. Began customer service training manual for training and reference.

Regional Service Manager: Serviced the needs of 25 builders and their respective customers.

MARGULIS WINES AND SPIRITS

Salesman

Philadelphia, Pennsylvania

1970 to 1972

Sales and Marketing Manager

Developed sales territory throughout Pennsylvania. Used over-the-counter sales, group sales, trade shows, to increase rural sales 63% and urban sales 28%. Developed a lecture and film presentation used throughout Pennsylvania. Developed an order selection sheet for wholesale customers. Planned radio advertising and direct mail campaigns.

CIVIC AND INDUSTRY ACTIVITIES

INTERNATIONAL

- ★ National Association of Home Builders (NAHB)
 - Global Opportunities Board Chairman 2018 to Present
 - Global Opportunities Board Member 2015 to Present
 - International Task Force 2014
 - International Committee 1999 to 2002
 - Educational Chairperson 2000 to 2002
 - Fund Raising Committee 1999 to 2002
 - Coordinated Mexico City, Mexico International Symposium, 2002
 - Coordinated Beijing, China International Symposium, 2001
 - Coordinated Budapest, Hungary International Symposium, 2000

- ★ Builder-REALTOR Council, International
 - President, 1995
 - Board of Directors 1992 to 1995
 - Founding Board of Directors, 1991

NATIONAL

- ★ National Association of Home Builders (NAHB)
 - Senior Life Director of Board of Directors 2015 to Present
 - Life Director of Board of Directors 2006 to 2015
 - Speaker 1983 to Present
 - International Builder Show 1983 to 1990, 1992 to Present
 - University of Housing and Department of Education Marketing and Management Sales Curricula 1983 to Present
 - Member 1972 to 1974, 1976 to Present
 - Member Education Board of Trustees 2018 to Present
 - Member 55+ Council Board of Trustees 2018 to Present
 - Certified instructor of 10+ Marketing, Management, and Sales courses 1983 to Present
 - Alternate Director 2002
 - Published book, Marketing for Remodelers: Building Business Leads 1987
 - National Sales and Marketing Council
 - Member 1978 to Present
 - Board of Trustees 1996 to 2009
 - Sponsorship Chairperson 1993 to 1999, 2002 to 2008
 - Sales Committee Chairman 2002
 - Chairman 2000
 - Vice Chairman 1999
 - International Chairperson 1991
 - Publications Chairperson 1989 to 1990
 - Membership Chairperson 1988 to 1989

- ★ Institute of Residential Marketing (MIRM)

Education Committee Board of Trustee 2018 to Present
 55+ Committee Board of Trustee 2018 to Present
 Member 1984 to Present
 NAHB Master Train the Trainer (one of four nationwide) 2009 to Present
 Case Study Reviewer 2004 to Present
 Board of Trustees 1988 to 1990, 2005 to 2009
 President, 2008
 Vice President, 2007
 Secretary-Treasurer 2006
 University of Housing Train the Trainer 2005 to Present
 Publications Chairperson 1989, 1990
 Membership Chairperson 1988, 1989

- ★ National Association of Real Estate Editors (NAREE)
Member 1984 to 2008
- ★ Living in Place Institute
Advisor 2016 to Present
Certified Living in Place Professional (CLIPP) 2017
- ★ BuilderRadio.com
Faculty 2008 to Present
National Advisor 2008 to Present
- ★ Luxury Home Builder Magazine
National Advisory Board 2000, 2001
- ★ Newhome Network.Com
National Advisory Board of Directors 1999, 2000
- ★ The Executive Housing Report
Member of Advisory Group 1995 to 1998
- ★ National Membership Council 1995 to 1997
- ★ Toledo, Ohio Homebuilding News
Columnist 1995
- ★ Association for Master's Business Administration (AMBA)
Member 1984 to 1988

COLORADO

- ★ Colorado Association of Home Builders
Public Affairs Chairman 1980 to 1998
Board of Directors 1987 to 1998
Coordinated and conducted seminars throughout state 1984 to 1995

Founded state newsletter bi-monthly magazine, *Colorado Builder*
Chairman State Convention 1998

- ★ America Online
Columnist, Digital City Denver 1995
- ★ Colorado Real Estate Educators Association
Member 1986 to 1987
- ★ Colorado Association of Commerce and Industry
Member 1985 to 1987
- ★ Colorado Office of Energy Conservation
Advisor 1982 to 1987
- ★ Colorado Association of REALTORS (CAR)
Conducted seminars 1984

METROPOLITAN DENVER

- ★ Home Builders Association (HBA) of Metropolitan Denver
Parade of Homes Sponsorship and Advertising Chairman 2011 to 2018
Membership Liaison 2011 to 2018
Membership Committee 1991 to 2018
Member 1978 to Present
Monthly Sales Training Program 2008, 2009, 2010
Board of Directors 1985, 1986, 2008, 2009
Board of Directors, Alternate 1996, 1997, 1998
Housing Research Council Member 1981, 1982, 1989
Membership Chairman 2008, 2009
Speakers Bureau 1995
Parade of Homes Liaison 1992
Educational Chairperson 1981, 1982, 1987, 1988
Parade of Homes Promotional Chairperson 1981, 1982, 1986
Sales and Marketing Council
 - Charter Member 1978 to Present
 - Program Chairman 1983 to 1998
 - Membership Chairman 1989
 - SMC Chairman 1986
 - SMC Chairman Elect 1985
 - MAME Chairman 1985
- ★ Builder/REALTOR Council of Metro Denver
Member 1990 to 1996
- ★ Douglas County Economic Development Council
Member 1983 to 1987

Marketing Member 1983
Founder 1983

- ★ Denver Chamber of Commerce
Member 1981 to 1987
- ★ Metro North Chamber of Commerce
Member 1978 to 1987
Board of Directors 1982
Vice President of Economic Development 1982
Awarded Businessman of the Year 1981
- ★ Castle Rock Chamber of Commerce
Member 1984, 1985, 1986
- ★ Castle Rock Economic Development Council
Member 1984
- ★ Central Douglas County Economic Development Council
Creator/Founder 1983
Chairman 1983, 1984
 - Comprised of Castle Pines Land Company, EDI, and Park Funding
 - Developed economic development activities and image campaign for Castle RockWorked with county and fathered format for Douglas County EDC 1983
Worked with school district for Douglas County 1983
Worked with Castle Rock Chamber of Commerce to professional organizations 1983
- ★ North Suburban Board of REALTORS
Board of Directors
Speaker, Conducted Seminars 1982
REALTOR Member 1981, 1982
Educational Co-Chairperson 1981
Awarded Second Place Colorado Assn. of
Real Estate Advertising 1981
- ★ Front Range Project: Governor's Task Force
Conducted Seminar 1982
Committee Member: Adams County 1981, 1982
Speaker's Bureau 1981, 1982
- ★ Adams County Board of Governor's Economic Development Council
Member 1982
Vice President 1982
- ★ Adams County Enrichment Program
Speaker, Conducted Seminar 1981, 1982
- ★ North Suburban Business and Professional Women's Group

Member (only male member) 1981, 1982
Speaker, Conducted Seminar 1982

- ★ Westminster Chamber of Commerce
Member 1978, 1979, 1980, 1981, 1982
- ★ Solar Energy Research Institute (SERI), National Renewable Energy Laboratory, U.S. Department of Energy
Marketing Consultant: Parade of Homes 1981
 - First scattered parade of homes for the Department of Energy
 - 10 home builders, 2 weeks, 125,000 attendees
- ★ Thornton Chamber of Commerce
Member 1981
- ★ Broomfield Chamber of Commerce
Member 1981
- ★ Adams County Chamber of Commerce
Member 1981
Board of Directors 1981
Vice President of Marketing & Membership 1981

METROPOLITAN COLORADO SPRINGS

- ★ HBA Sales and Marketing Council of Colorado Springs
Founder 1982
Member 1982 to 1989
Chairman 1982, 1983
Created committees for Education, Research, Membership and Program 1983
Created and coordinated First Annual MAME Awards 1983
Increased membership to 97 in 1983
Developed and presented "Eye Opener" Seminars to members and guests 1982
Assembled 47 members 1982
- ★ Home Builders Association of Metropolitan Colorado Springs
Speaker 1982 to 1988
Member 1982 to 1987
Founder of Sales & Marketing Council with Education, Research and Membership committees 1982
- ★ Teller County Economic Development Council
Founder 1986
Board of Directors 1986, 1987
- ★ Colorado Springs Board of REALTORS (CAR)
REALTOR 1982

Speaker, Conducted Seminars 1982, 1983, 1986, 1987

- ★ Colorado Springs Chamber of Commerce
Member 1982, 1983, 1984, 1985
- ★ Economic Development Council of El Paso County
Member 1982
- ★ Newspapers
Created Sunday Real Estate Section in both major periodicals in Colorado Springs
 - Colorado Springs Sun 1982
 - Gazette Telegraph 1982

CIVIC AND INDUSTRY AWARDS

- ★ National Sales and Marketing Council of the NAHB
 - **Legend of Residential Marketing 2017**
 - Legends of Residential Marketing are honored for significant contributions to the industry over time.
 - The select group demonstrates exceptional creativity and innovation in new-home marketing.
 - The **William “Bill” Molster Award** 1996, 2002
 - The Molster Award is an annual award given to the most outstanding sales and marketing professional in the nation
 - Robert is the only individual to receive this prestigious award twice
 - Chairmanship Award 2000
 - Ranked #1 speaker for the NSMC 1996

- ★ Institute of Residential Marketing of the NAHB
 - Sales and Marketing Educator of the Year 2015
 - Master Certified Sales Person of the Year 2014
 - Trina Ripley Excellence in Education Award 2011
For outstanding lifetime achievements in educating new home sales and marketing professionals and helping to achieve the goals of the Institute of Residential Marketing
 - Inducted into the College of Fellows 2008 (one of eight members)

- ★ International Real Estate Trade Organization (IRETO)
Award for Contribution and Devotion to the Real Estate Industry 2005

- ★ National Association of Home Builders (NAHB), 119,000 to 255,000 corporate members
 - **1st all-time in NAHB membership recruitment and retention** (3,700+ Spike credits) (1983 to present)
 - **1st in NAHB recruitment and retention** (2014, 2015, 2017, 2018)
 - **2nd in NAHB recruitment and retention** (2016)
 - Major Achievement in Membership Excellence 2011
 - President’s Award 2002
 - Statesman Award for 1000 Members 2000
 - Distinguished Spike for Membership Recruitment Award 1992, 1993, 1994
 - MIRM Award for Best Parade of Homes in the United States 1986
 - MIRM (Master in Residential Marketing) by the Institute of Residential Marketing of the National Sales and Marketing Council of the NAHB 1984
 - Best New Sales and Marketing Council in the United States, Colorado Springs, 1983
 - Executive Office Public Relations Award for work on the "Echenergy II" program in conjunction with Lauren Cahill, Executive Office, HBA of Metropolitan Denver 1983
 - Executive Officer Public Relations Award, for work on a housing research project on consumer attitudes toward housing in conjunction with Andy Anderson, HBA of Metropolitan Colorado Springs 1983
 - National Director of Marketing Award, for achievements 1982

- ★ Home Builders Association (HBA) of Metropolitan Denver

- **MAME Legend 2013**
- **1st in Membership Recruitment and Retention 1990 to Present**
- Membership Recruiter of the Year 1991 to Present
- Associate of the Year 1998
- MAME: Best Custom Home, \$400,000 to \$750,000, Koelbel 1994
- MAME: Silver Award, Best Detached Home, \$101,000 to \$125,000, Brandywine 1994
- Best Interior Design Home, \$250,000 or more, Koelbel 1993
- Finalist Best Single Promotion by Associate/Supplier, Brandywine 1993
- Best Black and White Advertisement 1992
- Best Signage 1992
- Community of the Year 1992 (The Preserve at Greenwood Village)
- Best Four-Color Advertisement 1991
- MAME: Man of the Year 1982
- Grand Award, Community of the Year 1980 (The Ranch)
- Best Detached Home, \$125,000 or more 1980
- Best Custom Home 1980
- Best Outdoor Advertising 1980
- MAME: Sales and Marketing Director of the Year 1979, 1980
- Best Sales Office under 500 square feet 1978

- ★ Colorado Association of Home Builders (CAHB)
 - Membership Recruitment and Retention State Leader 1990 to Present
 - Membership Retention State Leader 1997 to Present
 - President's Award 2002
 - Industry Person of the Year 1999
 - Associate Member of the Year 1989

- ★ Bridge Project (University of Denver)
Award of Service 1998

- ★ Show Home for Hope Colorado
Raised \$50,000 in cash and \$1,500,000 in material, labor, and in-kind service for charitable cause
Received distinguished service award for founding and chairing Show Home for Hope projects
1993 to 1996

- ★ Colorado Easter Seal Society
 - Rehabilitation Center, Colorado Springs, Colorado 1987
 - Telethon Award 1987
 - Pacesetter Award for Rocky Mountain Region

- ★ Home Builders Association (HBA) of Metropolitan Colorado Springs
MAME: Most Professional Associated Member of the HBA of Metropolitan Colorado Springs in
1983, presented by the Sales and Marketing Council

- ★ Builder Realtor Council of Metropolitan Denver
Turn Around '82 Outstanding Seminar Speaker

- ★ Adams County Commissioners

Proclaimed June 24, 1982 “S. Robert August Day” for marketing and economic development service

- ★ Adams County (Metro North) Chamber of Commerce
 - Business Man of the Year 1981
 - Marketing and Membership Award 1980
 - Economic Developer of the Year 1979

COMMUNITY SERVICE

- ★ Bridge Project, I Have A Dream Foundation
University of Denver
Emeritus Board of Directors 2010 to Present
Board of Directors 1994 to 1998, 2000 to 2009
Dinner Chairman 1994, 2002
Fund Raising Co-Chairman 1994 to 1998
- ★ Children's Diabetes Foundation Denver
Marketing-Fundraising Strategist 2008
- ★ Home Builders Foundation of Denver
Dinner Chairman 1999
Fund Raising Chairman 1998, 1999
Board of Trustee 1997 to 1999
- ★ Show Home for Hope, Chairman (Colorado AIDS Project/Hospice of Metro Denver) (Colorado Children's Pediatric Aids Foundation) 1993, 1995, 1996
- ★ Boy Scouts of America
Fund Raiser 1981, 1982, 1993
- ★ Easter Seal Society of Colorado
Fund Raiser 1981, 1982, 1986, 1987
- ★ Multiple-Sclerosis National Society
Fund Raiser 1981, 1982, 1986
- ★ Mothers Against Drunk Driving (MADD)
Member 1984, 1985
Fund Raising Co-Chairman 1984
- ★ YMCA, Adams County
Member 1981
Fund Raiser
Board of Director

EDUCATION AND MILITARY SERVICE

Thunderbird School of International Management at Arizona State University Phoenix, Arizona
Masters of International Management 1975

- ★ Graduated with highest honors
- ★ Received two grants for academic achievement
- ★ Acquired working knowledge of Spanish
- ★ GPA 3.81/4.00

Pennsylvania State University University Park, Pennsylvania
BA, Labor Management Relations June, 1966 to December, 1970

Arizona National Guard Glendale, Arizona
Honorable Discharge, January 1976 Rank E-5
January 1975 to January 1976

U.S. Army Reserves Philadelphia, PA
December 1969 to
December 1974
Rank E-4