



From Survival to Success



Sunbelt Builder Show

The Berke Group Sales Practice

One Securities Centre – 3490 Piedmont Road, Suite 340 – Atlanta, GA 30305 – 888-20-7611



Martin Freedland, Founder and CEO

As CEO, Martin Freedland oversees The Berke Group's Organizational Practice, as well as its day-to-day operations in coordination with Kelly Land.

Martin has been committed to helping organizations continually improve the way they recruit, hire, train, manage and motivate their people for over three decades. After leaving Wall Street, Martin founded Organizational Development Associates, Inc. in Atlanta, Georgia in 1974. A significant aspect of Martin's work has been providing managers with the skills and tools necessary to ensure the right people are hired for the right jobs.

Martin has collaborated in the development of numerous assessments, with the culmination of his experience resulting in the development of the Berke Assessment. Martin has personally worked with hundreds of client companies throughout the United States to assist them in increasing profits and productivity through better people and better people management. A number of his clients have achieved national recognition based on the strength of their organizations, including Fortune Magazine's *100 Best Companies to Work For* designation, as well as industry-specific awards for being the very best in their fields.

Martin is a prolific writer and frequently featured speaker in settings such as the national conventions of various associations and The Presidential Seminar. He has served many years as a member of the NAHB's Business Management Committee and is currently a member of the Urban Land Institute (ULI). He is a Trustee of The Nature Conservancy of Georgia, and has served on the Board of Visitors of his alma mater, the University of North Carolina.

Write to Martin at martin@berkegroup.com – www.theberkegroup.com

Jon Fogg, Partner, The Berke Group's Sales Practice

As Partner; Jon Fogg oversees the development and implementation of The Berke Group's Sales Practice.

A former Captain in the Army, Jon entered the housing business in 1976 as an onsite salesperson with Centex Homes. He quickly rose to become Area Sales Manager and Area Manager before leaving Centex to serve as VP Sales and Marketing for a luxury town home builder and later as an Operating Partner for a luxury high rise condominium. In 1989, Jon rejoined Centex as Division Sales Manager and in 1993 became Illinois Division President. In 1998 he returned to Dallas to lead national sales development for Centex and was later promoted to VP Sales, given responsibility for the 50th largest sales organization in the U.S.

With 30+ years experience in the homebuilding industry, including weathering nine housing cycles, Jon is in a unique position to advise clients regarding the steps necessary to develop sales organizations that produce. He has developed The Berke Group's Sales Practice using his firsthand knowledge from the field to identify and deliver best practices and proven strategies.

Jon is past director of the Northern Illinois Home Builder's Association and past Master of Hillcrest Lodge AF&AM. Jon has run 26 marathons, including the New York, the London and the Boston, and has completed three triathlons and multiple 100-mile bicycle rides. Jon sees similarities between the long-term endurance competitions he loves and the path to success for a sales organization. Both require commitment, daily discipline and the consistent practice of good habits to finish strong, and both require a dedication to long-term success versus a desire for quick fixes or easy finishes.

Write to Jon at jfogg@berkegroup.com – www.theberkegroup.com

Bob Hafer

Bob Hafer's 37 years of experience qualify him as an experienced and knowledgeable new home sales trainer, consultant, speaker and author for the home building industry. He has held positions ranging from new home sales specialist to division president for one of the nation's largest homebuilders.

For over a decade, Bob has provided new home sales training, merchandising, and marketing strategy expertise to over 100 homebuilders coast to coast. Hafer has been featured as a subject matter expert in nationally recognized media, including; Builder, Realtor, The Real Estate Professional and Texas Homebuilder.

In 2006 he authored *Building Results – The Ultimate How to Guide for New Home Sales*. *Building Results* does just that – provides a fresh, actionable approach on the new home sales process. By teaching readers how to create an environment in which they psychologically embrace the buyer, the reader develops a profound understanding of customers' needs and desires. His second book the *ExSell in New Home Sales – Mastering The Six Psychological Rules That Govern Buying and Selling* is scheduled to be published in the fall of 2009. ExSell is a book that is guided by Neuro-Linguistic Programming (NLP) principles and practices. Becoming skilled in NLP enables people to do whatever they already do reasonably well, even better. ExSell will allow readers to acquire new skills and manage their thinking and behavior more effectively and efficiently.

Bob has trained thousands of successful new home sales consultants, many who have been promoted to high level sales management positions. His vigorous "how to" sales training seminars and workshops translate into a unique and productive learning experience for each salesperson ... building confidence, improving sales techniques, and significantly boosting sales.

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