

BRAD ELLIOTT

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PROFILE

Results-driven entrepreneurial leader with extensive experience managing dynamic, high growth organizations. Excels in program management, producing deliverables from conceptualization through market realization. Quickly recognizes and capitalizes on changing trends, demographics and competitor vulnerabilities. Proven ability in strategic planning, program and systems development, pro forma budgeting with strict periodic review and accountability, and comprehensive human resources management including team building with strict focus on meeting personal, team and company objectives. Strongly believes in participating in broader industry advocacy.

KEY STRENGTHS AND EXPERTISE

- Visionary leadership - business plan execution
- Real Estate site selection – Maximizing potential
- Driving efficient production management
- Developing strong teams dedicated to success
- Strategic planning and consensus building
- Problem solving; providing clarity for change
- Originating adaptive sales and marketing programs – Product positioning
- Regulatory compliance and permitting
- Raising private equity and institutional capital
- Cost accounting and value engineering
- Driving and sustaining profitable growth
- Good listener – Effective contract negotiator
- Business / Project valuation and positioning
- Green building certification and marketing strategies

BUSINESS EXPERIENCE

DELVAL ADVISORY PARTNERS, INC., Bensalem, PA **2009 – Present**
Delaware Valley Affiliate of VR Business Sales. Specializing in Business Brokerage, Mergers and Acquisitions, Business Valuation, and Consulting Services. Specifically designed to meet the needs of small to mid-market companies.

President

- Generated over 50 active listings during first year of operation.
- Analyzed market research and financial performance to generate business valuation.
- Recruited, trained, and managed team of four sales associates.
- Developed packaging and positioning strategies for mid-size, privately held businesses to target buyers, including individuals, private equity groups, and small business investment companies.

ELLIOTT HOLDING CO. AND AFFILIATES, Newtown, PA **1994 – 2008**
Award winning land development and residential building company focused on the move-up and empty nester residential markets in the greater Philadelphia area. Annual revenues of \$55M derived from delivery of 180 semi-custom single family and townhomes in eight communities and five states, priced from \$225K to \$1M.

President and CEO

- Directed continual growth from startup to \$55M.
- Recognized by the *Philadelphia Business Journal* as a Top 100 fastest growing private company in 2004.
- Successfully raised private and institutional capital to stimulate business growth, including \$2M in private placement, \$20M in mezzanine debt placement, and \$100M in commercial bank financing.
- Continually recognized as a multi-award winner for excellence in product design, marketing presentation, and sales by the Builders League of South Jersey.
- Recognized for excellence with 10 consecutive Pinnacle Awards by the Home Builders Association of Bucks and Montgomery Counties.
- As a new entrant into existing markets, leveraged market intelligence and product innovation to generate rapid growth and set new standards for the industry

TOLL BROTHERS, Horsham, PA

1987 – 1994

Toll Brothers designs, builds and finances residences in luxury communities throughout the United States (NYSE: Toll).

Senior Project Manager

- Direct management responsibility for several residential subdivision profit centers. Scope of responsibilities included: sales, marketing, operations, customer service, community relations, contract negotiation, future site evaluation and corporate reporting.
- Key member of leadership team responsible for the acquisition and start-up of 850 unit residential golf course community, which was the company's largest investment at the time.
- Managed sales of estate homes with annual volume of \$20M with consistently high margins.
- Supervised production staff of 15 employees and 50 subcontractors; providing direction and resources to produce 55 quality homes per year.
- Designed and implemented model customer service program that was adopted across the organization.
- Negotiated contracts with 50 contractors and suppliers; ensuring best price, quality and performance combination for project.

CIVIC AND INDUSTRY EXPERIENCE

Pennsylvania Builders Association, Lemoyne, PA

Created Committee of 75, a group of large political donors dedicated to protecting and supporting the industry.

Member, Board of Directors	2000 – 2010
Chairman of PaCAH – PBA's Industry Pac	2001 – 2002
Regional Vice President, Secretary, Vice President, President	2003 – 2006

Home Builders Association of Bucks and Montgomery Counties, Horsham, PA

Worked diligently to negotiate favorable "growth control" legislation preventing likely lock down on industry.

Member, Board of Directors	1998 – 2010
Vice President – President	1999 – 2000
Chairman of Government Affairs Committee	1998 – 1999

Delaware Valley Green Building Council, Philadelphia, PA

Secretary, Residential Circle	2008 – 2009
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Artist in Residence, New Hope, PA

Founding Board Member of non-profit organization placing professional artists in residencies within public schools.

Personal Awards:

Spokesperson of the Year – HBA of Bucks and Montgomery Counties
Pillar Award for Contributions to the Industry – HBA of Bucks and Montgomery Counties

EDUCATION

MBA, Sloan School of Management, M.I.T., Cambridge, MA
Masters in Management Science; Thesis: Location Analysis in the Service Industry

BA, *Magna cum Laude*; High Honors in Sociology, Brandeis University, Waltham, MA

Certified Green Professional, NAHB

Pennsylvania Real Estate License