

# BRENT FORSBERG, MIRM

President, TA Forsberg Inc.



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## SUMMARY

- **Home Builders Association of Greater Lansing Presidents,** Present
- **Mason Downtown Development Authority Board Member,** Present
- **Lansing Area Economic Partnership Board Member,** Present
- **Mason Economic Development Committee** (Chamber of Commerce), 2006-Present
- **Glens of Willoughby Condominium Board of Directors,** President 2013-Present
- **Tri-County Imagine Mid-Michigan Prosperity Initiative,** 2015-2016
- **Lakeside Village Condominium Board of Directors,** 2012-Present
- **Mid-Michigan Mountain Bike Association Treasurer** 2013-2016
- **Michigan Mountain Biking Association Board Liaison,** 2014-Present
- **Santa's Wishlist, Fundraiser drives for coats and Christmas gifts to underprivileged youth in Tri County area,** 2010- present

## EDUCATION

- 2020 - Present Master of Science in Real Estate and the Built Environment  
University of Denver  
Daniel College of Business
- 1997 - 2001 Bachelor of Arts of Political Science and Government  
Hope College  
Activities and Societies: Alpha Theta Chi

## PORTFOLIO

- 18 years of sales experience.
- Five years assisting with grounds and building maintenance in three residential and two commercial office parks.
- Four years of management experience of eight sales agents, overseeing sales valued at over \$100 million.
- Goal-oriented individual with strong leadership capabilities.
- Organized, highly motivated, with excellent sales skills.
- Service-oriented loves working with people.

## PROFESSIONAL QUALIFICATIONS AND ACTIVITIES

- **Member, Institute of Residential Marketing.** Achieved MIRM designation in 2005, the highest sales and Marketing designation available through NAHB Sales and Marketing Council.
- **Certified New Home Sales Professional.** Achieved CSP designation (24-hour program) from NAHB in 2003.
- **Spike Member of NAHB.** Award designation for recruiting new members.
- **Chair Education Committee,** Institute of Residential Marketing, NAHB. 2008.
- **Realtor.** Member of National Association of Realtors, Michigan Association of Realtors, (insert local board name) since 1998.
- **CCIM.** Have taken CCIM 101, a 40-hour course through the National Association of Realtors based on real estate investment and cash flow analysis of income-producing properties. Completed workshop on commercial lease evaluation.
- **CQI Certified.** Capital Quality Initiative. Four-week program through Lansing Community College based on Edward Deming's Total Quality Management.
- **Volunteer** with the Greater Lansing Homebuilders and Remodelers Association Annual Fundraiser Dinner, Executive Parade of Homes Committee, and Governmental Affairs Committee. 2006-2010.
- **Speaker,** "American Marketing Association" LCC Campus behavioral marketing 2016.
- **Speaker,** "Meet the Experts", International Builders Show, Orlando Florida, 2007-2010.
- **Speaker** at two local school districts on real estate as a profession, and the transition from school to the "real world."

## CURRENT PROJECTS

- **Elevation. Okemos, MI.** Approximately 390 Unit multi-family with 40,000 square feet of

- **Alaska Outdoor Warrior Adventure**, working with Veterans 2014-2016
- **March of Dimes Celebrity Chef's Auctions**, 2009-2016
- **Mason Chamber of Commerce Board of Directors**, 2010-2013
- **Junior Achievement**, Taught neighborhood planning, Okemos Schools, 2011
- **RiverWalk Meadows Community**, Board Of Directors 2003-2006
- **Have Sponsored Several Local Youth Sports Teams**
- **Recovery Place Wild Game Dinner Fundraiser**, 2010-2012
- **Assistant Coach Delhi Youth League, Soccer, Baseball** 2010-2012
- **Ingham, Clinton, Eaton Affordable Housing Initiative Sponsor**, 2014-2015

supporting commercial. Project Status: entitlements complete, groundbreaking end of November. Value at the completion of approximately \$28MM.

- **Tembo Eaton Village. Eaton Rapids, MI.** One of the first pocket neighborhoods of its kind in our region. 12 available energy-efficient units will range in size from 600 to 1,100 square feet. Value at the completion of approximately \$1.6MM.
- **Tembo Homes. Lansing MI.** Income-based housing projects aimed at being attainable for residents making 80% to 120% of the AMI for the target neighborhood. Project Status: Proof of Concept.
- **Lakeside Preserve. DeWitt, MI.** 357 unit development mixed with single-family and condominium sites. Project Status: currently 50% built out. Value at completion +/- \$21MM.
- **Riverwalk Meadows. Mason MI.** 114 Unit Single Family Home Community. Project Status 100% built out, 90% sold. Value at Completion +/- \$6.2MM.



Elevation. Okemos, MI



Tembo Eaton Village. Eaton R... Tembo Homes. Lansing MI



Lakeside Preserve. DeWitt, MI



Riverwalk Meadows. Mason MI