

Resume

Brent M Forsberg
President, T.A. Forsberg Inc.

Profile

- 25 years real estate development Experience.
 - Part of design team for several master planned communities in Lansing Region.
 - Involved in many committees regarding regional planning for the Greater Lansing area.
 - Goal-oriented individual with strong leadership capabilities.
 - Organized, highly motivated, community oriented.
 - Service oriented, loves working with people.
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Education

B.A., Political Science, Hope College, Holland Michigan, 2001
M.S., Real Estate and the Built Environment, University of Denver, 2021
Ph.D., Student Daniels College of Business, University of Denver, Present

Current Projects

- **Elevation.** Okemos, MI. Approximately 390 Unit multi-family with 40,000 square feet of supporting commercial. Project Status: 285 Units complete 72 Units under Construction. Value at completion approximately \$120mm.
 - **Fountain Square District/Reo Town.** A proposed unit/mixed use development on the edge of Lansing's Central Business District. Project Status, 72 Units Currently under construction. Estimated project size \$12.3 Million. Estimated Master plan total project size designed by team, \$150mm of which \$51 Million is under construction with other teams involved in design.
 - **Eaton Village.** A variation of the Tembo homes product introduced in Lansing. This is a for sale product designed in a cluster or "Pocket Neighborhood" configuration. Project Status: Under Construction. Total Project \$2.5mm.
 - **Lakeside Preserve** . DeWitt, MI. 357 unit development mixed with single family and condominium sites. Project Status: currently 60% built out. Value at completion +/- \$107mm.
 - **Riverwalk Meadows** . Mason MI. 114 Unit Single Family Home Community. Project Status 100% built out, 90% sold. Value at Completion +/- \$31mm.
 - **Nottingham Fields.** DeWitt, Michigan 159 Unit Development. Project Status Pre-Construction. Value at completion +/- \$63 Million
 - **Landmark Storage.** Okemos Michigan. +/- 500 Climate Controlled Storage Units. Project Status Pre-contruction. Value at Completion \$12 Million.
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Relevant Experience & Accomplishments

Management/Real Estate Development and Sales Accomplishments

- Been part of development teams with over \$300 million in completed and/or under construction projects.
- Assisted in the entitlement of and created a highly successful sales & marketing plan for the MUPUD, Lakeside Preserve. Upon completion Lakeside Preserve will have 350 home sites completed value +/- \$107 Million.
- Part of leadership on team that completed entitlement process of Elevation a Multi-Family Project in Okemos, MI. Current Value approximately \$85M. At Completion Value \$120M
- Set up yearly operation and marketing budgets for 7 single family home communities.
- Proficient in analyzing investment properties for income potential.
- Work with facilities team for yearly maintenance and long term capital studies to make sure building operate at maximum efficiency.
- Worked with many local political officials and NGO's to establish better connectivity in neighborhoods.
- Organized database that keeps track of short and long term follow up of all prospective buyers and buyers.
- Helps establish business models and budgets for small companies.
- Worked with City of Lansing on Concept Master Redevelopment of 6 city blocks.

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
 - **Broker 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 2016-2017
 - **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."
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Community Involvement

Lansing Area Economic Partnership Board Member, Present
State of Michigan Homebuilders Board Member, Present
Greater Lansing Home Builders Board Member Past President, Present
Mason Downtown Development Authority Board Member, Present
Mason Economic Development Committee (Chamber of Commerce), 2006-Present
Glens of Willoughby Condominium Board of Directors , Past President 2013-Present
Downtown Lansing Inc. Design & Public Spaces Committee, 2020-Present
Tri-County Mid-Michigan Regional Prosperity Initiative, 2015-present
Habitat for Humanity:Rock the Block 2018 Builders Blitz 2014
Shaping the Avenue CATA Committee Member, 2017-2109
Lakeside Village Condominium Board of Directors, 2012-2017
Mid-Michigan Mountain Bike Association Treasurer 2013-2016
Michigan Mountain Biking Association Board Liaison, 2014-2017
Santa's Wishlist , Fundraiser drives for coats and Christmas gifts to underprivileged youth in Tri County area, 2010-2020
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, Football 2010-2012
Ingham, Clinton, Eaton Affordable Housing Initiative Sponsor , 2014-2015
Sponsorship of Many Neighborhood Organizations and Events