

PATRICK S. DUFFY
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EXPERIENCE SUMMARY

Twenty years' experience real estate market research and management consulting for private companies and municipalities; fifteen years' experience managing staff and outside consultants; ten years' experience professional writing/editing; seven years' experience marketing and public/media relations.

EXPERIENCE

PRINCIPAL , <i>MetroIntelligence Real Estate Advisors, a Division of Beacon Economics</i> Los Angeles, CA	2007 - Present
REAL ESTATE WRITER, EDITOR AND BLOGGER Los Angeles, CA	2005 - Present
MANAGING DIRECTOR, CONSULTING , <i>Hanley Wood Market Intelligence</i> Torrance, CA; Costa Mesa, CA; Las Vegas, NV	2005 - 2007
VICE PRESIDENT , <i>MarketPointe Realty Advisors</i> Los Angeles, CA; San Diego, CA	2000 - 2005
PUBLISHER & MANAGING EDITOR , <i>The New Home Report</i> Los Angeles, CA	1994 - 1999
CORPORATE MARKETING RESEARCH MANAGER , <i>INCO Homes Corporation</i> Upland, CA	1993 - 1994
SENIOR PROJECT MANAGER , <i>Market Profiles of San Diego</i> San Diego, CA	1987 - 1993

EDUCATION

Bachelor of Arts, University of California at San Diego
Major: Economics Minor: Communications

PROFESSIONAL & COMMUNITY ACTIVITIES

- Listed in "Who's Who in America," "Who's Who in Finance & Industry," & "Who's Who in the West"
 - Columnist, *Builder & Developer* magazine
 - Noted source on real estate trends for local and national print & electronic media (see summary on Page Three)
 - Regular speaker at building industry dinners and conferences
 - Founding Chair, Building Industry Association of Southern California's Technology Task Force
 - L.E.A.D. San Diego Graduate (Leadership, Education, Awareness, Development)
 - Past Chair/Co-Chair of various building industry association committees and political fundraisers
 - Past Treasurer, City of San Diego Uptown Community Planning Group
 - Chair/Co-Chair, "An Evening with Frasier," "An Evening with Will & Grace" and "An Afternoon with Everybody Loves Raymond" to benefit various national charities, 1999 - 2004
 - Campaign volunteer for several city, state and national political elections since 1992.
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PRINCIPAL (METROINTELLIGENCE) & MANAGING DIRECTOR (HANLEY WOOD MARKET INTELLIGENCE)

- Market and sell consulting services for developers, builders, lenders and municipalities for various land uses including single-family homes, condominiums, apartments, mixed-use, retail, office and industrial projects.
- Oversee team of consultants to prepare consulting engagements correctly, on time and on budget.
- Train new consultants to produce market studies on a wide variety of land uses using both internal proprietary data and outside sources.
- Build company brand through continuing press coverage, regular speaking engagements and writing feature articles for trade publications.

REAL ESTATE WRITER, EDITOR & BLOGGER

- Write and edit regular column on real estate trends for *Builder & Developer* magazine.
- Write and edit feature articles for the *Los Angeles Times* and other Tribune Company-owned newspapers.
- Blog regularly on economics and real estate for *The Housing Chronicles Blog*.
- Promote blog through multiple channels including BlogBurst (i.e., posts for Reuters, *USA Today*, *The Wall Street Journal*, Fox Business News, *Chicago Sun-Times*), Sphere (i.e., posts for CNN, *The Washington Post*, *The Wall Street Journal*), the Forbes.com Business & Finance Blog Network, and NewsTex (i.e., Lexis Nexis and others).

VICE PRESIDENT

- Marketed and sold consulting services for developers, builders, lenders and municipalities for various land uses including single-family homes, condominiums, apartments and mixed-use projects.
- Conducted analyses of competitive new-home product in terms of size, price, value ratios, architectural style, amenities, features, quality, merchandising, traffic, sales, financing, buyer profiles, marketing and advertising.
- Initiated strategic alliances with PR firms, land planners, architects and both local and statewide BIA groups to build the MarketPointe brand as a data and consulting source for the new home industry.

PUBLISHER AND MANAGING EDITOR

- Conceptualized, edited, published and sold *The New Home Report*, a monthly newsletter summarizing new-home traffic, sales and inventory trends, resale stats from the California Association of Realtors and consumer research findings for all counties of Southern California.

CORPORATE MARKETING RESEARCH MANAGER:

- Supported four operating divisions in California, Nevada and Arizona through the development, maintenance and production of databases of new-home permits, traffic, sales and closings data for four operating divisions.
- Produced analyses of competitive new-home product in terms of size, price, value ratios, architectural style, amenities, features, quality, merchandising, traffic, sales, financing, buyer profiles, marketing and advertising.
- Conducted research of neighborhood data including school quality, availability of child care, shopping and other services, parks and recreation, community services, crime rates, transportation patterns and housing mix in preparation for multimedia, interactive informational kiosks in sales offices.

VICE PRESIDENT:

- Compilation of economic, competitive and consumer data to research, write, edit and produce multi-faceted market feasibility studies for apartments, single-family homes, condos and townhomes with respect to project location, economic factors influencing housing demand and key competitive developments in the marketplace.
 - Key liaison and quoted source to local print media.
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**MEDIA CITATION SUMMARY
2005 - Present**

Los Angeles Times	Chicago Tribune
New York Times	Boston Globe
Riverside Press-Enterprise	Ft. Worth Star-Telegram
Orange County Register	Houston Chronicle
San Francisco Chronicle	Toronto Star
Bakersfield Californian	Austin American Statesman
Fresno Bee	The Washington Post
Daily Breeze	Los Angeles Daily News
Los Angeles Business Journal	San Bernardino Sun
East Bay Business Times	San Diego Union
Central Valley Business Times	Seattle Post-Intelligencer
Sacramento Bee	Seattle Times
Victor Valley Press	San Francisco Examiner
San Jose Mercury News	The Desert Sun (Coachella Valley)
Modesto Bee	Ventura County Star
San Diego Daily Transcript	Long Beach Press-Telegram
Sacramento Business Journal	Antelope Valley Press
InBusiness Las Vegas	Inland Valley Daily Bulletin
Inman News	The Standard (China)
La Opinion	MSN Money
Yahoo! Small Business	Associated Press
ABC7.com	CBS2.com
MSNBC.com	MarketWatch
Newsday	Al Jazeera.com
Urban Land magazine	ULI News Roundup
BusinessWeek.com	Builder & Developer magazine
Monterey County Herald	Redding Record-Searchlight
KRON Radio (Bay Area)	Visalia Times-Delta
Napa Valley Register	Pleasanton Weekly
Vacaville Report	Phoenix Business Journal
Contra Costa Times	Big Builder magazine
Builder magazine	ProSales magazine
EBuild	BizJournals.com
KTIE Talk Radio (Guest Host)	KCAL9 News (Interview)