



**Debra Bernard**  
President  
The Bernard Partnership

*For more than 30 years, Debra has maintained an impressive track record of excellence and leadership in Real Estate, Homebuilding and Development. Clients appreciate her corporate knowledge of the industry, creativity, strong product decisions – and downright instinct. Named the first woman vice-president of California’s largest homebuilder (KB Home) at age 26, her work has led to hundreds of industry honors.*

### Strategic Planning and Research

- Land feasibility studies
- Market analysis and data gathering
- Reworking problem projects
- Consumer Surveys
- Creating land partnerships
- Exploring new markets

### Product Design and Pricing

- Innovative concepts
- Architectural design guidelines
- Establish plan formats
- Architect liaison
- Feature specifications
- Plan critiques
- Value engineering
- Goal-oriented pricing

### Community Marketing Management

- Comprehensive marketing plans
- Identifying the unique selling proposition
- Grand opening checklist
- Interior and landscape design management
- Sales office and signage
- Web based and print ad campaigns
- Promotions
- Community relations

### Seamless Sales Management

- One-on-one sales support and training
- Event planning
- Objective peer review
- Staff augmentation

## Team Snapshot



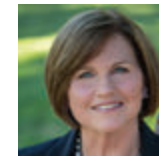
### Susan Henrichs

*At the onset of a project, Susan plays a pivotal role in ensuring research, feasibility studies and marketing updates are of the highest quality.*



### Maryalice Widness

*Detail oriented and thoughtful, Maryalice takes customer service to a whole new level when managing your sales efforts.*



### Marion Thatch

*Competitive markets require creative solutions. Marion has been looking beyond the issues at hand to create attractive and tangible marketing campaigns.*



*“It is very impressive that The Bernard Partnership has a national perspective they bring to a job without losing touch with the local market. The energy and enthusiasm they bring help put focus on the marketing of a project!”*

**Steve Temkin** Chairman, T&M Building Co., Inc.

*“Over the years, I have used many consultants in many capacities. TBP holds the unique distinction of giving development marketing consulting that you can, without hesitation, rely on for your own internal decisions. We have used TBP repeatedly and found them to be the most accurate, thorough and thoughtful feasibility consultant in the industry.”*

**George M. Marcus**, Chairman, SummerHill Homes  
Chairman, The Marcus & Millichap Company

*“With TBP on your team, you don’t want to be the competition!”*

**David Florsheim**, Co-President, Florsheim Homes

*“Debra Bernard is one of those people who can see the big picture and envision what is needed in the future. She has the ability to pull teams of people together in a synergistic way that, in the end, directly improves the bottom line.”*

**R.Chad Dreier**, Chairman, President and CEO, The Ryland Group



Our clients are in the business of building profitable neighborhoods.

We meet their diverse needs by providing feasibility studies, market research, and sales and marketing management services.

**We are fun. We smile.**

We innovate and add incredible value to the bottom line.

Our strength lies in product development, people management, and detail coordination.

Our lists have lists. We slice and dice the numbers. We bring dogs to the office.

Apartments and mixed-use. Master planned communities. Conventional subdivisions.

Airbase conversions. Senior housing.

In-fill developments.

**Communities priced at all levels — and all target markets.**

*Our resume includes a select group of the nation's most prominent builders (both public and private), landowners, and developers.*

*We are a boutique, hands-on marketing company, with clients from coast to coast.*



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