

David Kipnis

Real Estate Marketing Solutions

Sales and Marketing Management / Market Research / Strategic Planning / Product Development

Owner and Principal Consultant of D Kipnis Consulting, David Kipnis is a seasoned marketer with forty years of real-world and consulting experience in real estate sales and marketing management across a range of products, projects and communities. David analyzes and translates market intelligence into market-based products, neighborhood designs, and effective marketing and sales programs.

David is also known throughout the industry as the founder of The Griffin Company, a market research and consulting group based in Phoenix, serving homebuilder, developer, investor, and lender clients. He develops comprehensive product, price, amenity, marketing and merchandising strategies for clients including small volume to international home builders, land developers and lenders. His background of real-world bottom line responsibilities assure that strategy objectives include positioning products to improve net revenues, and developing marketing and merchandising plans that take projects from conception to close-out.

Marketing assignments include developing product mixes and strategies for single-family, townhome and condominium products for primary and secondary home residences. Unique assignments have included developing marketing plans and pricing strategies for major master planned communities, a community that had overlays of sustainability and new urban designs and a 22-Story condominium tower.

David has served in sales management and marketing director roles for a variety of companies. He has conducted the sales program of parcels to participating builders for a developer-client. Programs included setup and management of Customer Relationship Management (CRM) software that supports the sales and marketing effort, including original registration, online and direct "drip" follow-up programs and contract management through closing.

Professional Experience

- ❖ Sales & Marketing Management
- ❖ Sales Training / Mentoring
- ❖ Market Segmentation
- ❖ Project Management
- ❖ New Home Sales
- ❖ Market Feasibility Analyses
- ❖ Product Development
- ❖ Marketing Plans & Budgets
- ❖ Online Marketing
- ❖ Psychographic Analysis
- ❖ Management Consulting
- ❖ Marketing Communication
- ❖ Consumer Interviews
- ❖ Focus Groups
- ❖ Strategic Planning

Employment History

Sonoran Lifestyle Real Estate, Scottsdale, AZ Project Manager / Associate Broker	December 2005 – Present
Marketing Solutions, Phoenix, AZ Owner / Principal Consultant	July 2002 – December 2005
Visions Interior Design, Inc., Scottsdale, AZ Vice President / Marketing Director	January 1999 – July 2002
Community of Civano, Tucson, AZ Marketing Director	November 1996 - October 1998
Coscan Arizona, Inc., Phoenix, AZ Vice President, Sales and Marketing	March 1995 - September 1996
Co-Owner and Principal Consultant The Griffin Company Phoenix and Tucson, Arizona	December 1983 - March 1995

Other

- ❖ Bachelor of Science, Public Administration-Management, University of Arizona - Tucson, Arizona
- ❖ Arizona Real Estate Broker's License
- ❖ Certified Real Estate Broker/Manager