

Insight. Experience. Results.

bold | creative | **trend** | success | **leader**

John Tarducci, MIRM, CMP, CRB

Senior Vice President
New Development Services

John Tarducci has spearheaded successful marketing and sales programs in the residential construction and real estate industry for over 30 years. As the Senior Vice President of William Raveis Real Estate's New Development Services, John has been involved in the marketing and sales nearly 3,000 units representing over \$3 billion in new construction.

All told, New Development Services has marketed over 10,000 units, or more than \$6 billion, in new construction. John has created effective and profitable programs to market new construction at every price level and in every environment, from suburban, single-family homes to high-rise urban, in-fill communities.

A sought-after business partner, John has worked with boutique single builders, as well as national building firms. He interacts with an exclusive group of nationally known new construction marketing professionals who are leaders in their field. With a keen knowledge of current and emerging trends, styles and designs, John has designed sensible options and profitable solutions to even the most challenging situations.

John is one of fewer than 400 nationwide, and only a handful of individuals in the Northeast, to be recognized by the National Association of Home Builders and the National Sales and Marketing Council with the Master in Residential Marketing (MIRM) and the Certified Marketing Professional (CMP) designations.

