

MARGARET LACALLE

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HOMEBUILDING EXPERIENCE

WORK EXPERIENCE

LSTAR VENTURES –Division President, Coastal South - Myrtle Beach SC, - May 2017 to July 2020

Largest master planned community in Myrtle Beach – (entitled for 55k Equivalent Residential Units) currently 5k residences, 900 multi-family units, 2 mil SF retail and Class A office space, 600-bed hotels, marina, private golf course with 25k sf clubhouse, 25k sf private ocean club

- **Land sales** – achieved over **\$80MM** 36 months
- **Entitlements** – **responsible** for presenting to City Staff & Council, to include -
- Highest and best use
- Site planning
- Feasibility and segmentation studies
- ROI and managing timelines
- **Secured 80+** of budgeted sales revenue for closing 2021
- **IRR - 7 months** ahead of underwriting projections
- **ROI** - on target to **exceed goal by 20%**
- **Improved Timelines** - related land development efficiencies to **reduce** construction build times by 10%
- **Developed Master infrastructure** with an annual **\$10MM** operating budget
- **Increased** residential unit count by **over 250%**
- **Staff - led** a team of 11 with direct reports to include, broker-in-charge, project managers, general manager of the golf club, lifestyle director, marketing director, land developer, community manager, financial team
- **President** of several HOA boards, with **Architecture Review Board President approval**, including declarant controlled master with a **\$3MM** operating budget
- Land sales **20%** premium based on MSA
- **Business Development** and networking to include government and elected officials
- Residential homes priced from \$350K to \$1MM+

K HOVNAVIAN HOMES - Project Manager, Four Seasons – Parkland, FL - Sept 2016 to May 2017

- **Re-evaluated** floor plans for highest and best use
- **Value engineered** plans to achieve **3% to 5%** reduction in construction costs
- Site planning **evaluation reduced** land development costs and lot expense
- **Managed** sales and construction teams
- **Entitlements - secured** site plans and architectural approvals
- **Value engineered** clubhouse to achieve 10% savings
- **Grand Opening** - model row – 8 models
- **Obtained** first building permits and **closed** first homes in the community
- Initial price point from **\$350K to \$750K**

KOLTER HOMES – Vice President, Alton – Palm Beach Gardens, FL - January 2015 to June 2016

- 681-acre in a **PUD** located in Palm Beach Gardens, FL. Zoned 2K residential units, 5 mil SF commercial
- **Entitlements - presented** site plans to City planners and City Council, including expansions of existing roadways (Donald Ross Road)
- **City agreements - negotiate and secure** easements, cost sharing and joint license agreements with the City
- **Authored** Property Owners' Association Declarations, High Level Maintenance Agreements with adjoining non-related Parties, By-Laws and individual parcel associations
- **Designed and permitted** sales center
- Initial price point from **\$300k+ - to over \$1MM**

WORK EXPERIENCE

TOLL BROTHERS, INC. – Sr. Project Manager, Parkland G&CC – Parkland, FL - October 2012 to January 2015

- **Closings** - Annual average **60, \$80MM revenue**
- **ROI** - **exceeded** Company's initial investment by **500%**
- **Sales Revenue** - **exceeded** by 20% YOY
- **Led** - sales, starts and closings for project
- **Managed** project managers, sales and construction teams, to include broker-of-record
- President of the Homeowner's Association, **Architecture Review Board** President
- Price point **\$500K to over \$1MM**

WCI COMMUNITIES, INC. Senior Project Manager -- Coral Springs / Parkland FL, Sept 1999 to January 2010

- **Managed** a division staff of **60+**
- **Sales Revenue** - **achieved** over **\$100M** in **2008** with **\$16M** LD spends (during recession)
- **Sales Revenue** - **achieved** over **\$222M** in **2000** (peak of market)
- **Led** - sales, starts and closings for 3 communities, Parkland GC&C, Heron Bay & Heron Preserve
- **Strategic planning** in a Chapter 11 environment
- **Cost control** - **reduced** expenses by **15%** by redefining carrying, material and lead time
- President of the Homeowner's Association, **Architecture Review Board** President
- **Networking** with City staff and elected officials for all matters regarding entitlements and approvals

Other Positions at WCI Communities, Inc

- **Director of Operations** 2004 – 2005 - direct (director) reports – Purchasing, Permitting, Design, Architecture
- **Project Manager** 2003 – 2004
- **Director of Homebuyer Coordination & Closings** – 1999 – 2003

CSW, INC– Asset Manager – Miami, FL- January 1991 to September 1999

- **Management and disposition** of a rolling portfolio of non-performing loans for the Resolution Trust Corporation (RTC)
- **Book Value management** - aggregate from **\$30MM to over \$100MM**
- **Present** to Credit Committee **financial analysis** for best disposition and make recommendations

PUBLICATIONS / AWARDS / SPEAKING ENGAGEMENTS

- **Guest Speaker**, MIT Urban Studies & Planning & Harvard Graduate School of Design, Industry Leaders in Real Estate
- **Executive Profile** - South Florida Business Journal
- Sun Sentinel - Alton Project Review & Groundbreaking Alton
- The Boca Observer **Executive Profile** - Wonder Women – “Building Luxury:
- Coral Springs Forum - Building Boom in Parkland
- Aurora Award - Recreational Facility at Parkland Golf & CC
- Sun Sentinel - Real Estate Spotlight – Parkland Golf & CC
- Sun Sentinel - Groundbreaking golf course at Parkland
- WMBF News (NBC) **interview** introducing new marina park

EDUCATION & LICENSURES

- **University of Northampton, England** - Bachelor of Arts in Business Administration