



Parkside Properties REAL ESTATE SERVICES

Name: *Russell C. Allen, has more than 30 years of sales management, joined the Home Building Industry in March 1995 as a divisional sales manager for a local homebuilder, Homeland Communities.*

Title/profession: *Vice President of Sales and Marketing*

Native: *Native of Montclair N.J.*

Entering the work place In February 1995, after almost 20 years with U.S. Shoe Corp; as a retail regional manager, I moved to Gwinnett County, GA to start a new career. My retail management background allowed me the experience and benefits of great customer service and exposure to a unique management style. I witnessed the birth and growth of Lens Crafters eye wear. (a division of U.S. Shoe Corp). I quickly applied the same skills to the home building industry. I began to launch product knowledge and customer satisfaction training programs. In 1999, I was promoted to Vice President of Sales and Marketing responsible for 300 sales and closings per year. It was a great relationship with Homeland Communities under the tutelage of JD Brooks.

In August of 2007 due to the downturn in the economy Homeland Communities after 50+ years was no longer able to do business.

After almost 13 years with Homeland, my focus became facilitating Non Performing real estate with regional banks such as Bank of North Georgia and New South Federal along with managing properties for the FDIC.

I have recently joined Parkside Properties Brokerage and owner Larry Liebross. In addition to having my Georgia real estate license with Parkside Properties I have joined forces with MG Consulting LLC and Zodego Construction, Georgia licensed contractors.

Current Project: *Syreeta Cove; single family homes; Price points \$300,000; location. South Atlanta,30349. Builder, Zodego Construction.*