

## **Real Estate Veteran Robin DeLotell Leverages Business Relationships to Launch New Company**

*Industry veteran Robin DeLotell has launched Robin DeLotell & Associates (RDA) to enhance client capabilities and create new opportunities for clients to gain market share and boost revenues. DeLotell has more than 25 years focused on business development and marketing for the real estate community. DeLotell originally founded RDA in 1993 with clients such as KTG Y Group, Inc., The Collaborative West, Linscott, Law & Greenspan, Roxburgh Agency, and others. She joined KTG Y full-time in 2005 and then became a partner, where she helped build and establish the 25-person architectural firm as one of the largest and most respected architectural and planning firms in the country. DeLotell will continue to work with KTG Y and The Collaborative West, an international landscape architecture firm.*

June 2, 2010 (FPRC) -- CORONA DEL MAR, CALIF. - With over 25 years focused on business development and marketing for the real estate community, industry veteran Robin DeLotell has launched Robin DeLotell & Associates (RDA) to enhance client capabilities and create new opportunities for clients to gain market share and boost revenues. DeLotell originally founded RDA in 1993 with clients such as KTG Y Group, Inc., The Collaborative West, Linscott, Law & Greenspan, Roxburgh Agency, and others. She joined KTG Y full-time in 2005 and then became a partner, where she helped build and establish the 25-person architectural firm as one of the largest and most respected architectural and planning firms in the country.

RDA's host of services include strategic positioning and marketing, comprehensive business and marketing plan development and implementation, company diversification and expansion, domestic and international business development, strategic leveraging to connect people and businesses, alliance formation, event coordination including seminars, advisory groups, and trade shows, and business development/marketing staff training.

"With the current market dynamics, there is a strong demand for results-driven business development and marketing services provided on an outsourced basis," said DeLotell. "Launching Robin DeLotell & Associates at this time allows me to take RDA to the next level with the added five-year exposure to high-level client relationships as well as collaborating with a variety of firms that can benefit from my expertise and industry relationships." DeLotell will continue to work with KTG Y and The Collaborative West, an international landscape architecture firm.

"I love this industry and the people in it, and bringing companies together that can benefit from each other's experience and services," DeLotell said. "Long-term relationships and the ability to strategically leverage these relationships are what allows a firm to gain market share and increase revenues."

DeLotell's business strategy is to elevate her clients' visibility by utilizing her existing key relationships as well as RDA's client's relationships to establish one-on-one targeted meetings, alliance formation, event coordination, participation at trade events, and membership in professional organizations. "The key to RDA's client's success is follow-through until we get the job/client," said

DeLotell. "I find that is the real difference between successful business development people and the rest. Follow-up is vital and I have a proven track record at maintaining long-term relationships as well as doing the necessary follow-up until the deal is done."

According to KTG's CEO Tricia Esser, "Robin DeLotell's professionalism and dedication to understanding where the market is headed and how to help position us in the community has been a valuable asset to our firm. Her commitment to connecting KTG with the industry and building great, lasting relationships has been essential to KTG's success."

The Collaborative West President Paul Haden said, "I have collaborated with Robin DeLotell in business development in a host of markets, regions and client types -- commercial, residential, institutional -- both in the private and public sectors. She is a professional who brings great ideas, a superb knowledge of the industry, and a commitment to her work that is truly unique. Robin is, in short, a 'results professional.'"

What building trends does DeLotell see on the horizon? "I see the real estate industry's focus on transit-oriented developments (TODs) and real placemaking continuing," DeLotell said. "I also see the demand for more affordable housing to continue and homebuilders will respond by building smaller homes, located closer to work (infill), and to be energy efficient. I don't believe that many consumers are interested in spending more money on a home just to have it environmentally-friendly, but builders are finding ways to incorporate green building products and practices that will not add to the cost and will save consumers money on their monthly utility bills as well as being good for the environment. Building green will become an amenity and not a cost to the consumer," DeLotell added.

DeLotell graduated with a Bachelor of Science degree in Urban Planning from California Polytechnic State University, Pomona. She has been a full member of Urban Land Institute (ULI) since 1988 and is currently the Vice-Chair of Programs for ULI's Orange County District Council, a member of ULI's national Sustainability Development Council and a member of ULI's Urban Marketplace 2010 committee. She is also a past Vice-Chair of Sponsorship for ULI's Orange County District Council and Building Industry Show Seminar Committee Co-Chairman for two consecutive years. Other professional affiliations include International Council of Shopping Centers (ICSC), Orange County Building Industry Association (BIA) and United States Green Building Council (USGBC). In 2009, USGBC awarded DeLotell the LEED Green Associate designation.

#### About Robin DeLotell & Associates

With over 25 years focused on business development and marketing for the real estate industry, Robin DeLotell & Associates has established long-term client/consultant relationships that increase revenues and visibility to foster opportunities and expansion. Robin DeLotell & Associates provides a responsive, nimble, and personal approach to business development that can only be achieved by working with a synergistic client base. The firm's goal is client success, which is accomplished through a complete understanding of a client's business and developing a strategy that is specific, realistic, and attainable. For more information, email [robin@delotell.com](mailto:robin@delotell.com) or visit [www.delotell.com](http://www.delotell.com).

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