



## **ROSS S. ROBBINS, MIRM**

Ross Robbins has been in the homebuilding industry for over 34 years, with experience in field construction management, customer service, design, finance, on site sales, sales management, marketing and corporate management. He was the principal and owner of two successful homebuilding companies in Denver. After doing it all and making every mistake once and several repeatedly, he is working with builders to improve their ROA. In his world, that is not only Return on Assets but also Restoring Our Attitude: If it ain't fun, you probably aren't doing it right! He currently teaches sales skills and management skills to delighted builder clients around the country to enhance their sales, marketing, and operations efforts. His presentations at the International Builders Show have drawn full rooms for many years.

He is a certified instructor for the Institute of Residential Marketing (IRM) and has authored the House Construction as a Selling Tool course for the NAHB University of Housing and is currently one of the authors rewriting the Certified New Home Sales Professional course. Ross has served as member and chairman of his city's planning commission, president of the Builder/Realty Council of Metro Denver and the BRC International, and has served five terms as a Director of the Home Builders Association of Metro Denver. The Association in 1995 selected him Builder of the Year. He is a Trustee and a Member of the Institute of Residential Marketing, (MIRM) serving as Vice President. He is Past Chairman of the National Sales and Marketing Council.