



## **Brad Lenz, Principal**

Mr. Lenz is actively involved in all business aspects of Land Asset Strategies (“LAS”), including the identification and feasibility of potential acquisition properties, management of the planning, entitlement, and engineering of land assets and oversight of site development and construction activities.

Land Asset Strategies is engaged with the developer of a major Northern Colorado residential master planned community to provide executive level leadership and management expertise. Mr. Lenz has been the primary lead in fulfilling those services, overseeing and directing all manner of day-to-day operational activities; including planning and design, community marketing, governance including board seats of the Association and the Metro District, financial planning and performance, and managing the builder program and lot sales efforts. With the support of Mr. Lenz’s guidance, the community quickly evolved from initial planning and early startup stage to become the top selling residential MPC in Northern Colorado and among the top in all of Colorado.

Prior to joining Land Asset Strategies, Mr. Lenz was the Regional Vice President of Land Acquisition and Entitlement for Oakwood Homes, headquartered in Denver, Colorado. Oakwood was acquired by Clayton Communities in 2017, making it a member of the Berkshire Hathaway family of companies. Oakwood has grown to consistently rank among the top builders in the Colorado Front Range by focusing on and executing large scale Master Planned Communities. Mr. Lenz provided hands-on leadership to a high performing team of professionals to directly drive business growth and profitability. While with Oakwood, he completed over \$80 million in multiple land acquisitions (delivering over 6,000 homesites) and another \$15 million in Water Asset purchases.

Mr. Lenz was Vice President of Development for Broe Real Estate Group for three and half years. Broe is a privately-owned company which owns and manages a multi-billion-dollar real estate portfolio, including investments in the office, multifamily, industrial, retail, and land sectors. He guided and drove the operational efforts of the Land Development Team, successfully acquiring and adding value through entitlements and asset management.

Mr. Lenz was with Taylor Morrison Homes, Denver, for a period of nearly five years during which he served as the Director of Land Acquisition and Development. It was in this role that he helped guide the Denver Division during an exciting time of rapid market recovery and Divisional growth. At the same time, Taylor Morrison transformed from being the largest private homebuilder in North America into becoming a national top ten public building company. Mr. Lenz completed the due diligence and underwriting of multiple land opportunities; and led operational and development activities of the land team.

In the seven years prior to Taylor Morrison, Mr. Lenz was the Operations Manager for J2 Development/Management; a company that was founded in 2003 to provide development consulting, project management general contracting services for the real estate development industry. Mr. Lenz became highly respected for his attention to project details, management and interpersonal skills, and unwavering integrity during his time in building J2 into a successful and highly regarded development services organization.

Mr. Lenz obtained a strong technical foundation by earning a B.S in Civil Engineering from the University of Wyoming, and his M.B.A. in Finance from the University of Colorado.