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Team Power MARKETING

About Ron Rulof



Have we forgotten how to evoke emotion? A recycled model sells like a used car next to a new one on a showroom floor. Don't expect a bite without bait. We can show you how to get more bang for the buck without the overkill.

Ron Rulof has successfully been doing business in Nevada for over 20 years. Your first step in building a successful team is a call to Ron. Here is a brief resume of his experience.

For over 30 years, Ron has sold and marketed new homes in Colorado and Nevada. Over 2.5 Billion dollars in homes have been sold and marketed under his direction, not including the numerous master plan communities that he helped plan. Ron's experience includes design direction for detached and attached products from cottage to high-rise communities. Experience includes positioning and marketing projects with only a handful of units to master planned communities with thousands of units. Ron's clients and employers have been recipients of Grand Gold Nugget Awards, Mame and Homer Awards. Numerous Sales and Marketing awards have also been awarded to Ron.

Consulting Services include land selection, product positioning, product design direction, and advertising. Ron has a reputation as a boots on the ground marketing strategist. Sales seminars and individual sales training sessions are also part of Ron's consulting services. Years of selling homes as well as training sales persons and sales managers gives Ron an insight to being successful in both strong and weaker markets.

Ron currently serves as a senior director on the Southern Nevada Home Builders Association Board and chaired the Sales and Marketing Council for a number of years. Ron served as VP of sales and marketing for Lewis Homes, Nevada's largest builder averaging over 1000 home sales per year. Ron has consulted to numerous builders and developers in Nevada including Southern Highlands, Summerlin and currently with the Focus Group. The Focus Group is the developer of Mountain's Edge and Providence Master Plans.