

USD Continuing Education

Certificate in Real Estate Finance, Investments and Development offered by the Burnham-Moores Center for Real Estate and the Office of Corporate & Professional Education

Marketing & Sales for the Real Estate Industry

taught by Kimberly Monday

Kimberly Monday is a recognized consultant providing full-service marketing, advertising and public relations to the real estate industry. Ms. Monday has more than 15 years of integrated marketing and sales experience and her Real Estate Marketing experience spans a wide range of development platforms including Master Plan Communities, Mixed-use communities, Urban high-rise condominiums, Hotel Condominiums, Live/Work Lofts and Single Family Homes from the United States to Mexico. Her recent experience includes noted development projects such as Sapphire Tower and Smart Corner in San Diego, CA, BluWater Crossing in Carlsbad, Cooper Tower in Colorado Springs, CO, Polo Square in Indio, CA and Alea in Baja, Mexico.



Kimberly Monday

Kimberly's involvement in the real estate industry includes marketing a variety of award-winning architectural firms, builders, developers, and interior design firms. Prominent current clients include Tucker Sadler Architects, Sparling Engineering, Parisi Portfolio, AVRP, Styles Design, to name a few..

Ms. Monday's consulting expertise provides a diverse array of real estate services ranging from research and feasibility, plan and budget, brand strategy, marketing development, lead generation, sales programs, sales execution, and metrics and reporting to accelerate sales and maximize value.

Ms. Monday's real estate marketing philosophy revolves around an understanding that no two projects are alike. Instead she believes that each project has its own unique sales goal and that therefore each marketing plan she creates should be aimed at meeting that specialized goal. Her firm uses 21st century technologies to specialize in real estate related research, strategic and operational sales and marketing services to identify emerging trends within the market and implement cost-effective campaigns that produce results for its clients.

A graduate of University of Illinois, Ms. Monday has worked and consulted with both Fortune 500 companies and start-up businesses. Ms. Monday worked for British Petroleum as senior vice president of marketing before she became president of the internet agency OTVnet, in which she negotiated the company's acquisition. She then joined eByz, a Venture Capitalist firm concentrating on incubation of business-to-business internet startups before founding Monday Group, Inc in 2000.

last updated: May 13, 2008