



Darren Gooden
Senior Director of Sales

Darren Gooden is the Senior Director of Sales for The Bedford Group of Companies ("Bedford"), and is responsible for developing the Strategic Sales Plans for the firm's New Home Communities; as well as directing and administering each project's on-site sales and field promotions.

In his capacity, Mr. Gooden sets Bedford's New Home Sales vision and strategies, and oversees all sales activities throughout each project's phase release. These activities include: managing all on-site sales, including oversight of on-going Broker Co-Op programs; creating sales techniques that attract new leads; and coordinating construction meetings, drywall walks, and closing orientations with prospective homebuyers.

Mr. Gooden is constantly studying the new homes housing market to keep pace with the most innovative trends, desirable floor plans and popular community characteristics. As a New Home Sales Professional, he has a clear understanding of the marketing and sales absorption needs of developer and

investor clients. As a result, this knowledge has given Mr. Gooden the competitive edge to boost sales and enhance our client's bottom line by utilizing some of the most innovative sales and marketing techniques in the industry. In addition, as a proven leader and results-driven Sales Director, Mr. Gooden has demonstrated effectiveness in managing his sales staff through extensive training and team building sessions.

Of particular note is Mr. Gooden's success in hiring, training and managing a New Homes Sales Staff to sell out Bedford's 172 Luxury Condominium Community during this country's last Economic Recession. Through the development and implementation of a Strategic Marketing and Sales Plan, Mr. Gooden was able to create a unique and competitive advantage that helped to market and sell the condominiums' value, lifestyle and community.

To date, Mr. Gooden has sold and closed over \$150M of real estate across various asset classes. He is an expert in urban infill enclaves and has successfully trained sales teams to meet the needs and goals of our developer and investor clients.

Mr. Gooden is a Licensed Broker, and a graduate of the University of California, Berkeley, where he earned his Bachelor of Arts Degree in Business, with a concentration of International Economics and Property Development.

CONTACT INFORMATION:

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