



BRIAN H. ROBB, MBA, MSC

Transforming Big Brands for Massive Impact
Former CMO to the #1 Marketing Influencer (Forbes)
Entrepreneur & Forbes contributor
Imperial Alumni



[REDACTED]



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[REDACTED]



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EDUCATION

Master of Business Administration,
Imperial College London, London
Degree Awarded in 2018.

Master of Science in Real Estate,
Cass Business School, London
Degree Awarded in 2013.

Bachelors Degree, University of
Pittsburgh, Pittsburgh
Degree Awarded in 2009

THESIS

128 Page Thesis:

The BHR Method for Real Estate Recruitment, Lead Generation and Franchise Sales (Imperial College London)

160 Page Thesis Completed:

Innovative Marketing Methods for the Commercial Real Estate Industry (Cass Business School)

LICENSES

Florida Real Estate Broker
License Number: BK3313180

SKILLS

- Marketing
- Branding
- Lead Generation
- Business Development
- Brand Management
- Leadership
- Marketing Strategy

EXECUTIVE BIO

At the age of 18, I began my journey into commercial real estate finance, which eventually led me to launch Robb Capital, a well-respected commercial real estate finance and advisory firm. Through Robb Capital, I secured financing for significant multi-million dollar transactions, including a \$27.75MM retail deal at the age of 26, which ranked #6 among loans nationwide by Fitch Ratings. Since then, I have closed many transactions, including a \$42.84MM loan for the Le Méridien hotel in Dallas, TX. Additionally, I founded Marketing Real Estate, a full-service marketing agency that pioneered proprietary marketing techniques for the real estate industry.

I have served as the Chief Marketing Officer for various top-tier organizations, including Grant Cardone and Cardone Capital, where we became the first RegA+ fund ever to raise \$50MM via social media alone. During this tenure, I worked alongside Grant Cardone, who Forbes recognized as the world's top marketing influencer in 2017. I have also held the position of Chief Marketing Officer for Engel & Völkers Florida and EXIT Realty Florida, where my marketing systems contributed significantly to the increase in franchisees/brokerages across the state of Florida. Moreover, I served as a Vice President of CBRE, the largest commercial real estate company in the world. I was one of the youngest members to be accepted to Forbes Real Estate Council and subsequently Forbes Business Council. Moreover, I am a contributor at Entrepreneur Inc., where I author articles on positive psychology in business and entrepreneurship.

I earned an MBA with Merit from Imperial College London, where my thesis centered on the BHR Method for Real Estate Recruitment, Lead Generation, and Franchise Sales. Additionally, I obtained a Master of Science in Real Estate from Bayes Business School (formerly known as Cass Business School) in London. My thesis at Bayes focused on innovative marketing methods for the commercial real estate industry. I completed my bachelor degree at the University of Pittsburgh.

EMPLOYMENT HISTORY

Chief Marketing Officer at Marketing Real Estate 2010 — Present Palm Beach, Florida

Marketing Real Estate is a full-service marketing agency with a sole focus on the real estate industry. I have created and implemented countless innovative and proprietary marketing methods across a wide array of top tier real estate companies nationwide, leading to a significant increase in their net profits.

My marketing systems are widely used to:

- Dramatically increase agent and real estate professional count
- Increase buyer & seller leads and investments
- Create significant franchise lead generation, converting to sales in key markets
- Increase referral partner leads

Visit my website at www.MarketingReal.Estate



President & Founder for Robb Capital, LLC, Palm Beach, Florida

2010 — Present

Robb Capital, LLC is a leading commercial real estate finance & advisory firm that secures financing for the nations top-tier investors, operators, owners and developers.

Position Highlights

- Arranged \$170,137,000 in commercial real estate financing over a short period of time, generating \$1,968,914 in total commissions.
- By age 26 my company had arranged financing in the amount of \$27.75MM for a Retail Center which Fitch Ratings ranked as the #6 transaction nationwide.
- Arranged financing in the amount of \$42.84MM for the Le Méridien Dallas by the Galleria in 2019.
- Launched and have successfully managed daily operations of established commercial real estate finance & advisory firm with success creating a strong brand name by identifying, crafting, implementing and overseeing innovative and creative marketing strategies.
- Have attracted, recruited, trained and supervised daily activities of high level sales executives and strategic alliance partners nationwide.
- Created and launched CRE Loan (www.CRE.Loan), CRE Properties (www.CRE.Properties) and CMBS Loan (www.CMBS.Loan) as DBA's under Robb Capital that focus solely on our non-recourse platform, with a strong emphasis on commercial mortgage backed securities. We are #1 - #2 on Google.com, Yahoo.com and Bing.com for key words "CRE Loan" and "CRE Loans" (out of 262,000,000+ search results). Congruent results are found via CRE Properties and CMBS Loan as well.

Featured Closed Transactions:

- \$42,840,000 (Hotel)
- \$27,750,000 (Retail Center)
- \$18,000,000 (Multifamily)
- \$12,000,000 (Retail Center)
- \$11,500,000 (Hotel)
- \$11,000,000 (Hotel)
- \$10,791,000 (Multifamily)
- \$9,500,000 (Hotel)
- \$8,300,000 (Self Storage)
- \$7,375,000 (Multifamily)
- \$7,081,000 (Multifamily)
- \$4,000,000 (Multifamily)

Visit our website at www.Robb.Capital



Notable Chief marketing Officer & Business Development Roles

Former Chief Marketing Officer for Grant Cardone/Cardone Capital

As the Chief Marketing Officer for Cardone Capital (Grant Cardone), I am proud to have played a pivotal role in pioneering groundbreaking marketing efforts that led to the first-ever Regulation A+ fund raising an impressive \$50MM exclusively through social media. This achievement demonstrates our team's ability to leverage digital platforms effectively for fundraising and investor attraction.

Position Highlights:

- Orchestrated a transformative marketing campaign that dramatically increased lead generation, enabling the sales team to consistently raise \$750k - \$5MM per day. By implementing innovative strategies, we optimized sales performance and achieved remarkable revenue growth.
- Pioneered groundbreaking marketing efforts for the organization's Regulation A+ fund, setting a new industry standard. Through strategic utilization of social media and groundbreaking tactics, we successfully raised an impressive \$50MM solely through these channels. This accomplishment highlights our ability to harness the power of digital platforms for fundraising and investor engagement.
- Revitalized the brand perception by transforming the entire online presence, including the website, and elevating the company's reputation from 5 reviews at a 3.7 to over 2,007 genuine Google reviews with an average of 5 stars. Additionally, I spearheaded the development of a new investment prospectus, executed consistent social media marketing, orchestrated impactful email campaigns, crafted compelling press releases, and implemented innovative lead generation strategies.

With Grant Cardone being recognized as the #1 marketing influencer in the world according to Forbes in 2017, as the Chief Marketing Officer, I played a key role in driving Cardone Capital/Grant Cardone's success through innovative marketing strategies.

Chief Marketing Officer for Reiturn.com

Led the successful launch of Reiturn.com, a groundbreaking public non-traded REIT specializing in revitalizing multifamily properties across the Heartland of America. As the only REIT headquartered in Pittsburgh, PA, Reiturn.com prioritizes impact by providing quality housing to an underserved tenant population while ensuring affordability.

Position Highlights:

- Spearheaded the creation of an extremely innovative website and investor portal, streamlining the investment process and empowering prospective investors to go through the investment process entirely online.
- Drove accessibility to multifamily investments by devising cutting edge lead generation strategies, including impactful Google AdWords campaigns and engaging social media content across IG/FB and LinkedIn.
- Amplified brand visibility through captivating television commercials featured on CNN and Fox News, generating substantial interest and boosting brand recognition.
- Contributed to rapid growth by acquiring significant investors within weeks of launch, leveraging an entirely online investment process without the need for sales representatives/investor relations.

As the driving force behind Reiturn.com's marketing and launch, I built an innovative platform, executed a robust marketing mix, and achieved remarkable results in a very short timeframe.

Vice President at CBRE for Boca Raton, Florida

As a Vice President at CBRE, the world's largest commercial real estate company, I had the privilege of focusing on the SBA platform and bringing in full due diligence on over 100+ SBA deals.

Position Highlights

- I launched a highly successful lead generation campaign targeting all MDs, DOs, DDSs, and DMDs nationwide, resulting in a tremendous influx of deals. This meticulous approach led to the successful closing of numerous SBA 504 transactions and generated substantial commissions.
- I capitalized on legislative changes to facilitate the refinancing of SBA 7A loans into SBA 504 loans for the first time. By leveraging accurate data appended to the government's securitization list, I assisted clients in securing lower interest rates and more favorable loan terms. This provided them with increased financial flexibility and demonstrated my ability to adapt and deliver exceptional results.
- As a Vice President at CBRE, I played a pivotal role in driving success within the SBA platform, bringing in full due diligence on over 100+ SBA deals. My achievements in launching a highly effective lead generation campaign and facilitating refinancing opportunities showcase my expertise in the commercial real estate industry and my commitment to delivering exceptional outcomes for clients.

Chief Marketing Officer for Engel & Völkers in the state of Florida

As the Chief Marketing Officer for Engel & Völkers in the state of Florida, I played a pivotal role in driving the success of the premier provider of high-end real estate services. Engel & Völkers boasts over 800 locations spanning Europe, Asia, and North America, including 140 in the USA and 28 in the state of Florida.

Position Highlights:

- Successfully facilitated the sale of significant franchises in key markets across Florida, contributing to the expansion and growth of Engel & Völkers' presence in the state.
- Generated 1,694 licensed prospective franchisee leads, bolstering franchise sales and solidifying Engel & Völkers' market position in Florida.
- Implemented effective agent recruitment campaigns, attracting top-tier talent to enhance Engel & Völkers' agent network throughout the state.
- As the Chief Marketing Officer, I leveraged my expertise in branding, lead generation, and market positioning to drive exceptional results for Engel & Völkers in Florida.

Chief Marketing Officer for EXIT Realty in the state of Florida

As the Chief Marketing Officer for the state of Florida at EXIT Realty, I successfully spearheaded strategic initiatives that led to significant growth and increased sales for the organization. With a strong presence across the United States, EXIT Realty has paid out over 500 million dollars in single-level residual income to its associates.

Position Highlights:

- Amplified marketing systems, resulting in a remarkable increase of 13 residential real estate franchises sold, compared to just 4 the previous year, across the state of Florida. This achievement is based on a comprehensive data set comprising 355,071 brokers, broker associates, and realtors.
 - Within the brokerage where I held a franchise partnership, I successfully elevated the realtor count from a mere 6 to an impressive 61 within a span of 10 weeks. This accomplishment was made possible by leveraging insights from a data set of approximately 20,000 broker associates and sales associates in the local area.
 - In my role as Chief Marketing Officer, I employed innovative strategies and data-driven approaches to drive sales, expand market reach, and foster sustainable growth.
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Contributor & Member of the Leadership Network **2021 — Present** **Entrepreneur Media**

- Entrepreneur is a leading American magazine and website that carries news stories about entrepreneurship, small business management, and business. I write on a wide array of topics related to business and in particular motivation along with positive psychology.
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Council Member & Contributor **2020 — Present** **Forbes Real Estate Council**

- Was vetted and selected as one of the youngest council members by a review committee based on the depth and diversity of my experience. Criteria for acceptance include a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honors.
- Have written a wide array of articles in Forbes, some of which have gathered over 165,000 unique views.