

# James Greene

## Partner - Marketing & Acquisitions

Mr. Greene is a founding member of South Coast Communities, LLC. He holds a degree in Business Administration from California State University at Fullerton. He is also a licensed real estate agent in the State of California.

Mr. Greene utilize his expertise in land acquisition and marketing to serve as the primary point of contact in the acquisition process for South Coast. He has an intimate knowledge of the California residential land market, and maintains an inventory of knowledge in land and lot values in California and Nevada, South Coast's two primary focus areas. These attributes enable South Coast to make accurate offers in the acquisition of property and the positioning of entitled properties that the firm sells to the Home Building Community.

Prior to joining South Coast, Mr. Greene started and successfully ran his own computer network installation business. The company catered to large insurance and hospital clients. As the CEO, Mr. Greene oversaw all aspects of the business and grew the company from its start up phase to a major network services provider in California, Arizona and Nevada. This involvement gave Mr. Greene invaluable experience in running his own company and the learning's from the construction aspects of the business transferred well to South Coast's development efforts. After five years of consistent growth the company was sold to allow Mr. Greene to focus on the resurgent real estate industry and his efforts at South Coast.

Mr. Greene's experience in the Real Estate arena began with Regional Land Company, a California based Real Estate Brokerage firm that concentrates on Residential Land Development projects and caters to the California Home Building Community. While with Regional Land, Mr. Greene closed numerous land deals in the Southern and Northern California markets.

Prior to Mr. Greene embarking on his entrepreneurial path, Mr. Greene enjoyed a successful career in Sales and Sales Management. He spent 10 years working for Fortune 500 Companies, Pepsi Cola and The Dannon Company. He held various positions in Sales and Marketing with these firms. Notable amongst his accomplishments was his involvement with The Perrier Group of America., a subsidiary of the Dannon Company. At Perrier, Mr. Greene distinguished himself by acting as a liaison between the Company's international ownership and American management.



### *Areas of Expertise*

- ❖ *Marketing*
- ❖ *Acquisitions*
- ❖ *Accounting*
- ❖ *Project Management*