



LUCINDA SMEDLEY

3661 N. Campbell Avenue, Suite 241
Tucson, AZ 85719
lsmedley@comcast.net
520.603.2175

Lucinda Smedley is a strategic planning and development expert serving the Southern Arizona real estate community. Lucinda has over 15 years of planning, development and consumer research experience working in a variety of markets across the US including Las Vegas, Nashville, Denver, San Diego, Phoenix, Tucson, Albuquerque, Bakersfield, El Paso, Yuma, Southern and Northern California, Portland, Seattle, Detroit, Austin and Orlando. In addition to the knowledge gained from working in the above markets, she also brings a unique perspective to her work as a native of England and having lived in and traveled to numerous places around the world, including Mexico, Central America, UK, United Arab Emirates, Western Europe, North Africa and Canada. Lucinda has served in key roles in the development of several master planned communities, including Red Rock Village, Sierra Morado (Civano phases 2 and 3), and Whetstone Ranch.

PROFESSIONAL EXPERIENCE

Real Estate Consulting Group, Tucson, Arizona, 2007 - present

Principal – Real estate development strategy, project management, and marketing consultant

Clients include Downtown Tucson Partnership, Peach Properties/Dabdoub, Bourn Companies, Richmond American Homes, Meritage Homes, Maracay Homes, Red Point Development, Montecito Development, STG Design, Crown Communities, Diamond Ventures, Montana Verde, and Origin Properties. Significant projects include: Sanders Grove (835 AC with two rec centers & 40 AC commercial), Sendero Pass (837 AC w/ 95 AC commercial), Cascada (3,800 lots + commercial), Villago (2,000 AC + commercial), Downtown Tucson Partnership website.

TREND report, Tucson, Arizona, 2008 - present

Publisher - Monthly commercial real estate publication

Clients include a wide range of real estate industry and affiliated business professionals throughout Arizona including land use attorneys, appraisers, asset managers, architects, brokers, developers, engineers, and planners.

University of Arizona, College of Architecture, Planning and Landscape Architecture, 2012 - 2013

Program Director, Master of Real Estate Development

Key responsibilities include start-up, coordination and management of MRED program, development initiatives and research initiatives.

UA Karl Eller Graduate School of Management, 2011 - 2012

Assistant Director, MBA Experiential Learning

Key responsibilities include interfacing with business community to secure consulting projects for MBA students, client management and business development.

Pulte Homes/Del Webb, Tucson, Arizona, 2000 - 2007

Director of Strategic Planning & Development

Key Projects include:

Sierra Morado (Civano 2 & 3), Tucson, Arizona

Led strategic planning, community design and development activities for the acquisition and development of a \$50+ million, 1,500 home, 5 AC recreation center, mixed use, sustainable community on 482 acres in southeast Tucson under the Pulte Homes brand. The master plan is approximately 60% built out.

The Palms at Orange Grove, Tucson, Arizona

Conducted pre-acquisition market analysis, product development, site planning and consumer focus groups for Pulte Tucson's first acquisition of a 20 acre urban infill site. The \$20+ million project was planned to have 302 3-story townhome units, consisting of three different building types targeting young professionals, with amenities such as a pool/spa, workout facilities, dog park, concierge services.

Red Rock Village, Tucson, Arizona

Led planning, community design and development activities for the acquisition and development of a 1,000 acre Pulte branded family-oriented master planned community in Southern Pinal County. The \$100+ million development project was planned for 4,000 homes and 43 acres of commercial property. The master plan is approximately 25% built out.

Whetstone Ranch, Benson, Arizona

Led strategic marketing, community design and planning activities for the pre-acquisition and development of a 3,000 acre Del Webb branded Anthem and Sun City master planned community in Benson, Cochise County, slated to be Pulte/Del Webb's largest land acquisition in Southern Arizona. The \$200+ million development project was planned for 7,662 homes and a 39 acre commercial site. Planning activities included assessing targeted consumer groups and guiding all land planning efforts to ensure that the master plan had the appropriate lot sizes, product mix, amenities. Conducted consumer research to determine housing product and pricing including livability focus groups, surveys and price sensitivity studies. Coordinated with finance, land acquisition and planning, purchasing, architecture, construction and sales and marketing departments. This project was to include the first CFD processed in the City of Benson.

The Meyers Group (now Hanley-Wood), Tucson, Arizona, 1998 - 2000

Research Analyst

- Responsible for quarterly research and analysis of all new home communities in the Tucson market
- Authored Executive Summaries for Quarterly Competitive Housing Market Report
- Conducted new home research in other markets - San Diego, Phoenix, Nashville, and Denver
- Author, 'Tucson Trends,' Tucson Home magazine, Madden Publishing

AFFILIATIONS

Urban Land Institute, Southern Arizona Steering Committee and Past Programming Chair

Pima County Real Estate Research Council, Board Member and Past Programming Chair

Tucson Airport Authority, Member

Real Estate and Building Industry Coalition, Founding Member

Metropolitan Pima Alliance, Board Member

CCIM Southern Arizona Chapter, Member

Tucson CREW, Member

Tucson Association of Realtors, Member

Greater Tucson Leadership, Graduate

EDUCATION

BA, Comparative Literature, UC Santa Cruz, Santa Cruz, California **1994**

MA, English Language/Linguistics, University of Arizona, Tucson, Arizona **1997**