

## Lewis M. Goodkin, CRE, FRICS, MIRM



Goodkin Consulting consists of an experienced team of real estate professionals with many decades of experience in all types of real estate markets. The senior principals of the firm have worked with merchant builders, banks, savings and loans, developers, insurance companies, governments, professional organizations, and Wall Street firms including investment banking operations. In addition, the principals of Goodkin Consulting have testified as expert witnesses in major cases involving feasibility studies, marketability studies, property values and eminent domain. The firm's extensive network of contracts in the real estate and financial communities has enabled clients to develop mutually beneficial business and financial relationships.

Lewis M. Goodkin, CRE, FRICS, MIRM, President and Chief Executive Officer is widely recognized as one of the leading consultants in the real estate industry. During more than his four decades in the industry, Mr. Goodkin has directed more research on large-scale planned communities, golf resort communities, condominium communities and residential resorts than any other market analyst in the United States. Prior to founding his firm, Mr. Goodkin was President of the California based Sanford R. Goodkin Research Corporation. During his 15-year tenure with

SRGRC, Mr. Goodkin was responsible for the overall direction of the research and planning activities for the firm's 34 professionals. He also conducted major assignments overseas for U.S. merchant builders. Prior to establishing a strategic alliance with PricewaterhouseCoopers LLP, Goodkin was a consultant nationally to Arthur Andersen & Co.

Mr. Goodkin's highly acclaimed book, "*When Real Estate and Home Building Becomes Big Business*," was selected by the *Library Journal* as one of the year's best business books the year it was written, and was the subject of a special addendum in the *New York Times* financial section. In addition, he has written more than 1,500 articles for the trade, business associations, newspapers and magazines. He was Publisher and Editor of the *Goodkin Real Estate Report/Florida*, a bi-monthly subscription newsletter which was discontinued in 1993. Currently, Mr. Goodkin writes a regular real estate column for *Florida Trend* magazine. Mr. Goodkin is a member of the National Association of Real Estate Editors and The American Travel Writers Association. He is regularly quoted in many major business publications and has been a guest on both "Good Morning America" and "The Today Show."

Mr. Goodkin is a "Fellow"

(FRICS) of the London-based Royal Institution of Chartered Surveyors (RICS), the largest professional body for property, land, construction and related environmental issues worldwide.

A graduate of Temple University, Mr. Goodkin has lectured frequently on urban land economics, real estate investment, development and marketing. He serves on the Real Estate Advisory Board of the University of Florida and the Advisory Board of the School of Design at the University of Florida.

Mr. Goodkin is Past Chairman of the South Florida-Caribbean District Council of the Urban Land Institute a Past Chairman of the South Florida-Caribbean Chapter of the American Society of Real Estate Counselors (CRE). He is a designated member of the Institute of Residential Marketing (MIRM) and Lambda Alpha International (an honorary land economics society). He also serves on the Advisory Board of the National Real Estate Index, the nation's foremost commercial real estate data bank, and is a member of South Florida Economic Society and the American Association of Business Economists. Mr. Goodkin serves as co-chairman of the University of Florida's annual Economic and Development Symposium.