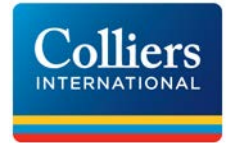




Gerda Kauks

SENIOR CLIENT SERVICES COORDINATOR
MULTIFAMILY INVESTMENTS



gerda.kauks@colliers.com

EDUCATION AND QUALIFICATIONS

Business Administration
Bellevue College

AFFILIATIONS AND MEMBERSHIPS

Colliers International
Design & Marketing
Professionals

AREA OF EXPERTISE

Gerda Kauks is a member of the Cooke Multifamily Investments team of Cindy Cooke, Brad Cooke, Charles Wolcott and Kellyanne Kennedy. The team specializes in Class A and B multifamily assets consisting of 150+ units.

Gerda manages the team's marketing and business development activities and is responsible for creating high-quality property marketing materials, maintaining the team's website, communicating updates to clients, coordinating media relations, and assisting with due diligence.

She has earned an outstanding reputation among clients and real estate professionals for her exceptional creative talents and passion for the highest standard of service.

Services provided to the team and its clients include:

Business Development

- Develops and executes integrated marketing and communication strategies to target existing and prospective clients
- Produces impactful marketing materials, including email announcements and mailers for news and transactions, market statistics and relevant team updates
- Organizes client events and meetings to generate and retain business
- Manages flow of information with public relations staff to provide media coverage

Property Marketing:

- Maintains database of client contacts and potential business leads

- Creates marketing materials for multifamily assets for sale, including email marketing, offering memorandums and property flyers
- Manages outside vendors in the development, printing and mailing of team and property marketing collateral.
- Proofreads materials for accuracy, obtains appropriate internal and external approvals, and ensures deadlines are met.

PROFESSIONAL ACCOMPLISHMENTS

- Cooke Multifamily Team sold close to \$1B in assets in 2016
- #2 Top Producing Team Overall – Colliers International in Greater Phoenix (2015)

BUSINESS BACKGROUND

Gerda has in-depth experience in marketing and operations in the hospitality and multifamily industries. Prior to beginning her real estate marketing career, she worked with luxury class hotels for more than eight years in marketing and executive assistant roles, supporting the general manager and other executive-level professionals. Gerda was involved in two luxury hotel preopenings, which developed her extensive operations background.

Her experience also includes on-site multifamily property management and leasing, with responsibility for lease negotiations, rent collections, managing vendor contracts, budget analysis and preparation of owner reports

CONTACT DETAILS

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