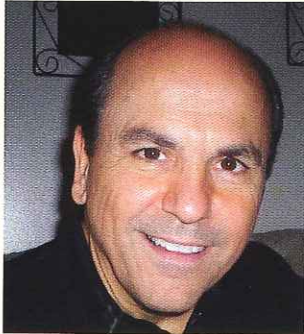




TRUSTEE SPOTLIGHT

Fred DeFalco

DeFalco Family Enterprises



Fred DeFalco is a Real Estate Broker, Licensed Auctioneer, Real Estate Investor, Consultant and Strategist. Fred is also an accomplished internet marketing entrepreneur and owner of Boca Raton.com with over 175,000 unique visitors per month. Fred's personal passion is public speaking on the topic of Artfully Managing a thing called life.

Fred DeFalco started his Real Estate career at the age of 24 in Baltimore, Maryland. Fred, who always works with great intensity, sold real estate for three years and quickly became a sales leader.

The Company, recognizing Fred's sales and leadership skills, asked him to open and manage a branch office in 1981. This office quickly became the number one branch office among the company's 13 offices. In 1984 the local company was acquired by Coldwell Banker. At the age of 31, Fred was appointed Regional Vice President for eight offices. In 1986, Fred was promoted to Senior Vice President with Coldwell Banker and moved to Clearwater, Florida.

In 1989, The Arvida Corporation recruited Fred as Executive Vice President and Broker to operate Arvida Realty Sales, LTD. Building the company from 58 agents to 180 agents and the market share from 2% to 21% the company became instrumental in the growth of the real estate industry in South Florida, Fred helped to shape and implement

many changes in the local real estate industry.

In 1997 he made the unusual decision to resign an executive position and return to his industry roots working directly with customers as a sales person. In 2000 Fred opened DeFalco Real Estate Group. His entrepreneurial spirit has expanded further to create an entire network of complementary businesses: DeFalco Real Estate Group, DeFalco Auctioneers and Consultants, Gold Coast Realty Investors, LLC, Gold Coast Realty Investors of NY, LLC, Boca Raton.com, Boca Raton Real Estate.com, Mayhem Management, Inc., Encouragement Enterprises, a non-profit organization, and WNC Media Consultants, Inc. Fred's decision to create this group of companies and empower his team to create and grow these organizations is based on his belief that he can help others by mentoring, example and encouragement.

In addition to an entrepreneurial spirit, Fred always has numerous philanthropic activities going on at anytime including: Field's Family Trust, Troubled Women.com, World Vision, Darkness 2 Light.org, Housing for the Needy, Business Mentoring, and Authors/Writers Assistance.

Marketing & Corporate Communications

How well do you keep all the balls in the air when the floor keeps shifting and they keep tossing new ones at you? JKG Group knows what you're up against.

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