



Bringing The Smile To Corcoran Sunshine

Gordon Hoppe “Since joining Corcoran Sunshine in December 2006, Gordon has played a significant leadership role in our company’s continued growth and success.” Corcoran Sunshine Marketing Group

As Senior Vice President-Director of Sales, Gordon Hoppe is responsible for staffing, training, and mentoring the industry-leading sales force at Corcoran Sunshine Marketing Group. Under his leadership, Corcoran Sunshine’s sales teams sold an unprecedented \$4 billion in new residential development in 2007, setting a record for new development sales.

This kind of exceptional success, Hoppe believes, can only be built by an organization that connects meaningfully with the community around it. In keeping with that philosophy, Hoppe launched and champions Corcoran Sunshine Cares, the internal charity task force that is operated and funded by the company’s 230 team members.

“Being so closely involved in the new development of the City, Corcoran Sunshine lives and breathes change. Change in how the City looks, how people live. I realized that spirit of change could be taken beyond business to benefit some of the City’s most important charities,” says Hoppe.

Since being established in 2007, Corcoran Sunshine Cares has supported The Partnership for the Homeless, Empire State Pride Agenda Foundation, Central Park Conservancy, and Steven D. Hassenfeld Children’s Center.

In July 2008, Hoppe’s contributions to Corcoran Sunshine were further recognized when he was promoted to Senior Vice President-Director of Sales. “Since joining Corcoran Sunshine in December 2006,

Gordon has played a significant leadership role in our company’s continued growth and success,” says Kelly Kennedy Mack, President, Corcoran Sunshine Marketing Group. “He inspires tremendous dedication, comradery, and enthusiasm.”

Hoppe entered real estate in April 2002 with the former Prudential Long Island Realty, now Prudential Douglas Elliman Real Estate in East Hampton, NY. His outstanding achievements earned him that company’s prestigious Chairman’s Circle Sales Award in 2003.

He joined Corcoran Group Real Estate in 2004 as Managing Director of the Sag Harbor, NY offices. In 2005, Hoppe moved to the dual East End flagship Corcoran offices in East Hampton as Senior Managing Director. After successfully growing listings acquisition and sales on the East End, Hoppe made a move back to Manhattan in late 2006 to join the new development side of real estate at Corcoran Sunshine Marketing Group as Vice President-Director of Sales.

Hoppe brought to Corcoran Sunshine his significant real estate knowledge, an exemplary record of sales growth, and the ability to both motivate and inspire those he works with. He and his team are now responsible for onsite staffing and training at all Corcoran Sunshine represented properties, including both sales and administrative staff. They also oversee the operational aspects of the business, including new site set-ups and the development and launch of a new reporting and operating system named Tower.

A primary focus for the organization, Hoppe develops the innovative training methods that keep Corcoran Sunshine’s sales force at the top of the industry. He and his team are responsible for the monthly roundtable discussions, topical seminars, leadership training, and quarterly summits that cultivate Corcoran Sunshine’s unique and proprietary sales strategies.

A solid base for Hoppe’s seasoned business expertise can be credited to his eight years with American Express. As Director of Client Management, he was responsible for global account management of the world’s largest company, Wal-Mart. Responsible for US marketing, international card acceptance issues, and US operations, he also developed and launched several highly successful marketing programs, driving revenue and growth in what was a newly-emerging “Everyday Spend” category for American Express.

Each day, Hoppe brings a unique energy to the culture at Corcoran Sunshine. “Whether Gordon is hosting sales meetings and roundtables, implementing new processes for mentoring and training, or organizing amazing sales teams across our sites, he is always wearing a smile,” says Mack. ■

*Gordon H. Hoppe
Corcoran Sunshine Marketing Group
888 Seventh Avenue
New York, NY 10106
Tel: 212 634 6504
ghoppe@corcoransunshine.com
www.corcoransunshine.com*