

WHO'S WHO IN HOMEBUILDING

Builder and Developer's annual look at the best and brightest in the fields of residential building, land development and planning.

Barry Gross

*President
Developers Research*

Barry Gross is president and founder of Developers Research, a real estate consulting firm based in Irvine, Calif., which provides comprehensive financial evaluation services on all types of property. Gross is a C.P.A., and a real estate broker who has served on the Newport Beach Planning Commission. He holds an MBA, along with a bachelor's degree in economics and a minor in engineering.

"Today, builder sentiment is low and the surplus of unsold homes is discouraging new construction. Although I think that the housing market will inevitably come back, it will not come back the way we have seen it before. In this murky housing climate, the best strategy for homebuilders is to focus on how to come up with more profitable solutions to their assets, i.e., land."



Scot Oldham

*Vice President
Developers Research*

Scot Oldham is vice president of Developers Research (www.dev-res.com), a real estate consulting firm based in Irvine, Calif., which provides comprehensive financial evaluation services on all types of property. Oldham, who has been with Developers Research since its inception in 1997, is highly respected in the real estate industry for his ability to head off problems and initiate cost-saving strategies for developers.

"Land owners, developers and even builders are starting to realize the landscape of the future is going to be different at the end of this down cycle. They look at their land assets in a different way, keep an open mind about project cost and profitability, and are a little more realistic with their exit strategies."

