



BOB HAFER

MIRM, CSP, GSP

Vice President at HomesUSA.com®
Director of HomesUSAAlliance.com

Bob Hafer's 40-plus years of housing experience qualify him as a knowledgeable resale and new home sales specialist.

During his first 23 years he held management positions with a large national home builder ranging from sales to marketing, to merchandising, to research and development, to training and then to division and regional president responsible for \$100,000,000 in sales. Then for 15 years he provided marketing strategy, merchandising, and sales training expertise to over 100 home builders coast to coast.

Bob has been featured as a subject matter expert in nationally recognized media, including: Builder Magazine, Builder Radio, Realtor, Realty Times, The Real Estate Professional, Texas Builder, Texas Homebuilder and Professional Builder.

In 2006 Bob authored *Building Results – The Ultimate How to Guide for New Home Sales*. Building Results does just that – it provides a fresh, actionable approach on the home sales process. By teaching readers how to create an environment in which they psychologically embrace their buyer, the reader develops a profound understanding of customers' needs and wants.

To compliment his new home experience, Bob earned his Texas Real Estate license in 2009. In 2011 and 2012, he was awarded the Professional Realtor of the Year for Outstanding Service to the builders and remodelers of the Dallas Builders Association.

In 2013, Bob began teaching DFW agents how to sell new homes through 6 TREC Approved Builder Courses. Agents that complete all 6 Courses earn a New Home Sales Agent Certification (NHSAC). Since its inception over 800 Dallas and Fort Worth agents have received the coveted Certification.

In 2016, Bob co-founded HomesUSAAlliance.com with Ben Caballero. The Alliance's goal is to provide new home sales education to agents.

In 2018 HomesUSAAlliance.com became the TREC Approved Provider of the NHSAC Program.