

John D. Sims

Builder Marketing Services, Inc – Chairman, President & CEO

Marketlogics, LLC – Chairman and CEO

Builder Land Services, LLC – Chairman and CEO

BMS Apartment Management, LLC – Chairman and CEO

Builder Marketing Society, Inc – Chairman Emeritus

John D. Sims founded Builder Marketing Services to fill a need in the offering of dedicated “in-house” services to homebuilders large and small and apartment builders and owners for market research, marketing management, sales and leasing management and on-site staffing services in greater New Jersey, New York and Pennsylvania market places.

The son of a homebuilder, John graduated from Fairleigh Dickenson University (Madison) with a degree in Business Management and Political Science. After graduation has specialized in working with builders, developers and apartment owners. John became licensed by the New Jersey Real Estate Commission in 1973. John formed the New Homes and Land Division of a major real estate company, where he represented numerous builders of all sizes from Connecticut to Virginia, and was responsible for billions of dollars in new home sales, apartment leasing and development land sales from 1980 to 1995.



John's dedication to new home marketing, leasing and sales has served him well over the years with local, state and national recognition with many awards.

Builder Marketing Services, Inc., was founded in 1996 to offer a dedicated hands-on approach to working for home building and development companies as a cost savings alternative to the large overhead of costly in-house market research, marketing, sales/leasing staffs and in-house land acquisition departments.

In 2012 John took the market research division of Builder Marketing Services and created a separate company, Marketlogics, LLC to perform market consulting, housing studies and analyses for financial institutions, developers, home builders, apartment owners, investment groups and land banks, throughout the United States.

In 2013 Builder Land Services, LLC was created for an organized approach to development land acquisitions for the company's many builder and developer clients.

In 2019 Builder Marketing Services created, BMS Apartment Management, LLC a Property Management Division to be able to offer apartment developers and owners turn key services to transition from a 'new for rent program' right into an 'ongoing property management program' for the company's builder and developer clients.

In the real estate industry, John is a Licensed Real Estate Broker, a member of the Realtor Graduate Institute (GRI), The Realtors National Marketing Institute's Certified Residential Broker (CRB), the National Association of Realtors (NAR) and completed the Master Appraisal Institute (MAI) program courses.

From the homebuilding industry, John is a Member of the National Association of Home Builders (NAHB), Member of the Institute of Residential Marketing (MIRM), the National Sales and Marketing Council (SMC), the New Jersey Builders Association (NJBA) and has served on the Board of Directors of the Metro Builders Association (MBA). John has served as a Judge for "The Nationals", the NAHB National Sales and Marketing Awards Program, held each year at the International Builders Show (IBS).

John is a founding Trustee of the Builder Marketing Society (BMS) which is a non-profit 501 (c) international trade organization for new home marketing and sales companies founded in 1985. From 1995 to 2015, John served as Chairman of the Board of Trustees and the Board of Governors and is Chairman Emeritus.

Builder Marketing Services, Inc. has provided marketing management services, sales and leasing management services and sales and leasing staffing to home builders and apartment builders throughout New Jersey, New York and Pennsylvania.