

Michael A. Kehl

Marketlogics – President

Builder Marketing Services – Executive Vice President

Michael A. Kehl is a marketing and market research professional in the housing industry working with homebuilders and apartment builders large and small.

As Executive Vice President of builder Marketing Services, Michael specializes in comprehensive marketing strategies that include market research, product planning, prospect out-reach programs and sales and leasing strategies. One of Michael's many specialties is product design and is very instrumental in creating market driven housing products that stand out against the various market competition.

Being President of Marketlogics gives Michael the opportunity to manage all of the competitive market information as well as demographic influences that are so important to our client base. Marketlogics takes pride in our ability to gather and make sound interpretation of our market data, with which we give our feedback, market direction and recommendations to our clients. Marketlogics is not solely a data mining resource, like many market research companies. Under Michael's guidance, Marketlogics employs boots on the ground for competitive data collection and accuracy as well as interpretable understanding of the market.



Prior to Joining Builder Marketing Services, Inc., in the mid 1970's Michael joined Pulte Homes in Denver, Colorado as a sales counselor and community sales manager. He then transferred to Pulte Homes in Laramie, Wyoming, as Vice President of Sales & Marketing and opened new divisions catering to energy industry in Colorado, Wyoming & Montana.

In the early 1980's Michael joined CDM Companies in Denver, Colorado, as Vice President of Sales & Marketing for the 3rd largest volume builder in Denver market. He worked his way up with CDM Companies (Carmel Homes Division), and became President of that division.

In 1989 Michael was recruited by John Sims, then President of Weichert New Homes & Land Co., Morris Plains, New Jersey as Vice President of Sales & Marketing for the outsource new homes sales & marketing company.

In 1996 to 1998 Michael joined Ryland Homes in Mt. Laurel, New Jersey, as Vice President of Sales & Marketing for New Jersey - Pennsylvania Division

In 1998 – 2008 Michael joined Baker Residential, Pleasantville, New York, as Director of Research, Marketing and Product Design for the private home builder who was building in New York, New Jersey, Connecticut, Pennsylvania and North Carolina.

In 2008 Michael joined Builder Marketing Services, Inc., as Executive Vice President and additionally in 2012, he became President of Marketlogics, LLC.

