RESIDENTIAL DEVELOPMENT

Michael McHugh

Commercial Strategy & Execution

SELECTED DEVELOPMENT EXPERIENCE



From development vision to commercial return.

Over 15 years of developer-side experience aligning market strategy, commercial expenditure and transaction execution with ownership objectives.

1,851

Residential units

Combined scale of seven selected developments, including proposed inventory.

$133M+

Individual sales volume

126 transactions over 21 months at Westhills.

$80M

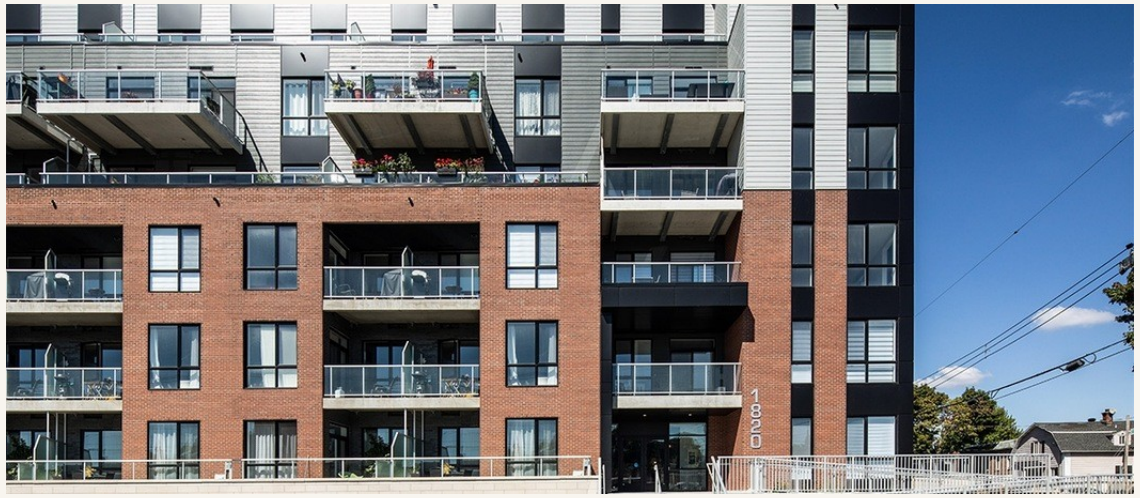
Signed reservations

$1M in purchaser deposits. Marson — project on hold.

Generate revenue. Optimize expenditure. Protect ownership interests.

All monetary figures in CAD.

Commercial recovery & restructuring



Daly Morin

Lachine, QC · Sales & Marketing Director

Cubik Project Management · Independent mandate

250 residences / 4 phases

60% Phase 2 pre-sales threshold in 12 months

Recovered unsold inventory; rebuilt brand, pricing and sales operations. Cleared Phase 1 and sold out Phases 2–4.



Marquise

Laval, QC · Sales & Marketing Director

Cubik Project Management · Independent mandate

299 residences / 3 towers

Tower 2 launched in 90 days

Rebuilt sales operations with ~80% of Tower 1 unsold. Sold out Towers 1–2 and secured Tower 3 pre-sales threshold.

Project launches & financing



Tresah

Victoria, BC · VP Sales Development

MGC / Geric · Next Level Project Management mandate

241 residences

30% pre-sales <6 months · 50% <12 months

Built demand from zero registrants; directed positioning, agencies, marketing and sales. Secured financing threshold.



Rise on Fifth

Sidney, BC · VP Sales Development

MGC / Geric · Next Level Project Management mandate

36 residences

50% pre-sales threshold personally achieved

Executed purchaser transactions while directing concurrent development campaigns; achieved required financing threshold.

Market validation & transaction execution



Marson at Elk Lake

Saanich, BC · VP Sales Development

MGC / Geric · Next Level Project Management mandate

242 proposed residences · On hold

$80M signed reservations / $1M deposits

Validated demand through advance reservations and a staged model residence; approximately one-third of proposed sales value.



Westhills

Langford, BC · Senior New Home Specialist

Master-planned residential community

126 individual transactions

$133M+ individual sales / 21 months

Personally executed transactions across diverse housing types, from purchaser engagement to contract progression, within a three-person team.

Rental operations & revenue



Gardenia

Lachine, QC · Leasing Manager

Claria

446 total residences

Operational rebuild

Systemized leasing workflows and recruited and trained replacement staff. Doubled conversion; enabled future leasing to remain in-house.



Astoria

Laval, QC · Leasing Manager

Claria

337 residences

40% leased within three months

Established in-house leasing team, CRM and workflows; coordinated phased occupancy and handed over to permanent personnel.

WORKING TOGETHER

Where could I contribute to your business?

From direct sales and leasing execution to commercial leadership across multiple developments.



Launching a development?

I can establish your commercial strategy, build the sales operation and bring your development to market.

Facing underperformance?

I can identify commercial deficiencies, restructure operations and accelerate absorption.

Expanding your portfolio?

I can build teams, establish systems and oversee commercial performance across concurrent developments.

Need immediate support?

I can step directly into sales, leasing, interim management or a defined commercial mandate.

Project-specific mandates · Interim assignments · Long-term opportunities

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Based in Canada · Internationally mobile