Michael McHugh

RESIDENTIAL DEVELOPMENT / COMMERCIAL STRATEGY & EXECUTION

Victoria, BC, Canada | michaelmchugh2022@gmail.com | English / French | Internationally mobile

PROFESSIONAL PROFILE

Hands-on residential development professional with 15+ years of experience recovering underperforming sales operations, launching developments and driving sales and leasing performance. Combines ownership-level commercial accountability with direct client-facing execution.

SELECTED COMMERCIAL RESULTS

1,851 units across seven identified developments, including proposed inventory; $133M+ individual Westhills sales; $80M signed advance reservations backed by $1M in deposits; $300K annual marketing authority. Monetary figures in CAD.

PROFESSIONAL EXPERIENCE

Leasing Manager | Claria Developments

Montreal / Laval, QC | Jul 2025 – Jul 2026

• Gardenia (446 total units): Rebuilt leasing workflows, doubled conversion, improved promotional materials and independently recruited and trained replacement staff. Enabled future leasing operations to remain in-house.

• Astoria (337 units): Established the in-house leasing team, CRM and operating systems. Achieved 40% leased within three months; coordinated phased occupancy and operational handover.

Senior New Home Specialist | Westhills Land Corporation

Langford, BC | 2023 – 2025

• Personally executed 126 home sales totaling $133M+ over 21 months within a three-person sales team. Managed buyer presentations, negotiations and contract progression across condominiums, townhouses and other housing types.

Vice President, Sales Development | Mike Geric Construction

Victoria, BC | Mar 2020 – May 2023 | Next Level Project Management mandate

• Held full discretionary authority over a $300K annual marketing budget, including agency selection, supplier negotiations and expenditure approvals.

• Tresah (241 units): Built launch from zero registrants; achieved 30% pre-sales in under six months and 50% with financing secured in under 12 months.

• Rise on Fifth (36 units): Personally achieved the 50% pre-sales financing threshold while directing concurrent campaigns.

• Marson at Elk Lake (242 proposed units; on hold): Designed and staged a model home; secured $80M in signed advance reservations backed by $1M in deposits, approximately one-third of proposed sales value.

Michael McHugh

COMMERCIAL DEVELOPMENT EXPERIENCE

Independent Sales & Marketing Director | Cubik Project Management

Montreal / Laval, QC | 2010 – 2019 | Concurrent developer mandates

Daly Morin | 250 units, four phases

• Appointed to recover unsold Phase 1 inventory and reposition the brand during occupancy and move-ins. Led renaming, logo, website, marketing strategy, competitive research and pricing.

• Cleared remaining Phase 1 inventory and achieved the 60% Phase 2 pre-sales financing threshold within 12 months; sold out Phases 2–4, with approximately 18-month development cycles per phase.

• Recruited sales staff, directed showroom design and model unit staging, managed purchaser customization and sales administration, conducted inspections and coordinated move-ins and deficiencies.

Marquise | 299 units, three towers

• Referred following Daly success; secured ownership approval to replace the sales operation with approximately 80 of 100 Tower 1 units unsold.

• Launched Tower 2 within 90 days, achieved 30% sales while halving remaining Tower 1 inventory. Sold out Towers 1–2 and secured Tower 3 pre-sales financing threshold within approximately three years.

• Expanded the team to execute concurrent mandates; directed pricing, branding, marketing, showroom and model unit presentation, purchaser customization and delivery. Transitioned operations to the incoming team.

COMMERCIAL CAPABILITIES

Market research and pricing; branding and digital campaigns; budget and supplier management; sales and leasing; CRM and conversion systems; recruitment and training; purchaser relations; inspections, handovers and deficiency resolution.

TOOLS & FINANCIAL FOUNDATION

Zoho CRM, Zoho Bookings, ZohoSign, Lasso, Spark. Canadian Securities Course I & II; Conduct and Practices Handbook. Prior wealth management and financial services experience with Berkshire Wealth Management and ICB.

REFERENCES

Signed letters available from Ed Geric (CEO, MGC), Rob Muller (Sales and Marketing Director, Westhills) and Bruno Azoulay (Director of Asset Management, Claria).