

# *Richard A Westmoreland*

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## **EXECUTIVE MANAGEMENT** **Project Management / Real Estate / Construction**

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Over thirty years of progressive experience in areas of innovative corporate operations in both the public and private residential construction industry. Emphasis in strategic planning, value engineering, budgeting, operational management, real estate sales/marketing, personnel recruiting/training, construction management, cost analysis and administration. Ultimate skill is proven leadership in managing internal and external personnel, developing long-term relationships with clients and colleagues, and successful integration of information technology.

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## **PROFESSIONAL EXPERIENCE**

**Rebuilding Management, L.L.C. – Liberty, MO** **2005 – Present**  
Community Scale Disaster Rebuilding Consulting and Management  
Chief Executive Officer, Founder, Co-Owner

Chief Executive Officer for an award winning subscription software service formed in response to Hurricane Katrina. Responsibilities included consulting with Federal, State, and Local government officials on the restoration of housing units in a post-disaster situation. Conceptualized and developed a web-based Enterprise Resource Planning (ERP) software system that provided Long Term Recovery Organizations the ability to effectively industrialize the rebuilding process of the flood damaged communities. The system empowered volunteers to provide rebuilding oversight on behalf of the displaced homeowners with complete transparency and accountability. Through secure web portals, homeowners could monitor and engage in their individual rebuilding efforts.

Rebuilding Management's New Orleans Disaster Recovery Program was recognized for excellence in integration by winning first place in the 2008 Innovative Housing Technology Awards. This recognized expertise has also been called upon to advise on housing industry issues.

As the system designer and visionary, researched and adopted the theories identified in HUD's Office of Policy Development and Research (PD&R) study, Industrializing the Residential Construction Site to create a system that could coordinate the efforts of not only local relief organizations but also local subcontractors and material suppliers. Leveraged Liberty Homes, Inc's proven track record in the production homebuilding

industry, personal field management experience in urban restoration and low-income weatherization assistance programs, and prior success with web based software development, to develop, design, and test the system.

In response to the current national economic disaster, conceptualized an automated home energy retrofit management system that networks the displaced housing industry workforce with the home energy auditing industry. Successfully negotiated a strategic partnership with Hathmore Technologies, LLC, a RESNET certified third party HERS provider and BPI accredited trainer, incorporating their extensive brain trust into the existing Rebuilding Management survey system framework. The resulting comprehensive home energy audit tool will empower the Remodeling Industry to professionally manage home energy retrofit projects and enable the Jobsite On Time contractor network to quickly transition into the emerging home energy retrofit market.

**JobsiteOnTime, Inc. – Liberty, MO**

**2006 - Present**

Construction Management Software Subscription Service  
President, Owner

Jobsite On Time is an award winning, web-based, subscription software service. In its inception JOT was developed as a web based communications portal used by RAW Design's clients and trade allies. The robust features that it provided soon prompted interest from contractors around the country and resulted in the creation of an industry specific nationwide business-to-business networking platform. Following Hurricane Katrina, JOT was the technology platform that Rebuilding Management built its Community-wide Blight Remediation Solution on which has since evolved into Energy ARM, Hathmore Technologies LLC's Automated Energy Retrofit Management System.

**Liberty Homes, Inc. – Liberty, MO**

**2000 – Present**

Residential Home Building and Land Development  
President, Founder, Co-Owner

Continue to serve as President and CEO of a leading Greater Kansas City residential construction company, engaged in speculative land development and construction of single-family and multi-family housing. As president, designed and implemented a strategic growth plan that successfully expanded the company's market area in to four different metro area counties and three municipalities within three years. As part of the growth strategy, designed and developed LHI's proprietary web-based product selection software "Dream Home" to facilitate communications with clients and third party realtor sales force. This technology was later incorporated into the Rebuilding Management framework, enabling displaced homeowners to remotely monitor and engage in the rebuilding of their homes.

Coordinated between LHI, its developers and governmental agencies in the development of various subdivisions in the Kansas City Metropolitan area. Successfully established statistical tracking metrics to insure construction-in-progress, finished product, permit able lots, and undeveloped land inventory remained in balance with market demand. This detailed analytical process alerted LHI to subtle shifts in sales traffic in July 2005,

well in advance of the recent housing market collapse. LHI successfully used this knowledge to anticipate market decline, reduce single-family home inventory, renegotiate land positions, and significantly bolster the company's cash reserves during housing market down cycle. Profitably leased remaining multi-family properties and renegotiated construction loans in to long term mortgage financing, converting short term liability into a long term asset to sustain prolonged down turn in the local housing market.

Successfully repositioned LHI in the market place to fully exploit the Green Industry funded by the American Recovery and Reinvestment Act. Qualified company as a Kansas City, Missouri Weatherization Assistance Program (WAP) approved contractor.

**RAW Design, Inc. – Liberty, MO**  
Professional Consulting Firm  
President and CEO, Owner

**1996 – Present**

Originated as a sole proprietorship and incorporated in 2002 as RAW Design, Inc., provides management consulting services primarily to residential building companies, land developers, real estate investment firms, construction material manufacturers, construction material distributors, and residential design professionals in the Kansas City Metropolitan Area. Continue to serve as Chief Executive Officer and Senior Consultant for this technology driven residential design and construction management firm.

## **PROFESSIONAL LICENSES and ACCREDITATIONS**

**State of Louisiana**  
Licensed General Contractor

**Building Performance Institute**  
Certified Building Analyst

**City of Kansas City, Missouri**  
Licensed Residential Builder

**Residential Energy Services Network**  
Certified Home Energy Rater (Pending)

**National Association of Home Builders**  
Certified Graduate Builder  
Certified Green Professional

**Federal Emergency Management  
Administration**  
Certified Post-Disaster Home Inspector