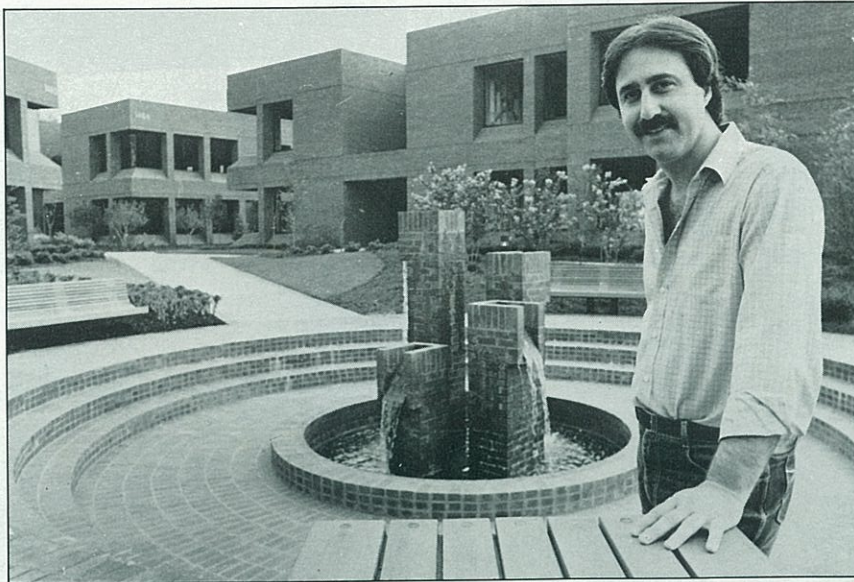


BUILDER'S PROFILE



Terry Targue

Howard Zuckerman may never die. His energy level simply will not allow it. But if he does, his wife knows to bury him with a telephone and a dollar bill. That way, if there is life in the Unknown Beyond, he will be able to start yet another new business. That's the secret behind Howard's constant motion: starting ventures that are innovative and keeping them well organized for fun and profit.

Howard currently operates several companies, all of which are involved with acquiring, developing, constructing and selling real estate. His acquisitions have taken Howard's organization as far as Denver, and the development group — Seville Development Group, Ltd. — builds both office and residential condominiums. Omnivest and The Condo Exchange are the selling organizations for each kind of condominium product.

Yes, it does sound like empire building. It also sounds like work. In fact, creating good products and making money at the same time are the source of pure enjoyment for Howard Zuckerman. His success is the result of good instincts, excellent management and organization, and old-fashioned drive. Along with all this talent, however, comes a good bit of training.

After leaving hometown Cleveland during the 1973 crunch, Howard did graduate work in real estate marketing and finance at the University of Wisconsin. The program is supposed

to take two years. Howard thought that less than one was sufficient.

As soon as Howard finished this Master of Science degree, he came south to manage rental property. Finding himself in Fort Valley, south of Macon, he discovered that dealing with the "good ole folks" can be difficult for a Yankee from Cleveland. But the experience served as a training period for future efforts, because he learned during this period that good community relations have value in achieving management goals. He organized baseball teams at the apartment communities he managed. He upgraded the janitors' skill levels and generally demonstrated the business worth of community involvement.

After a brief and unsatisfying affiliation with a large Atlanta developer, Howard found himself job hunting once again. This time, however, Atlanta turned up nothing interesting, and he headed for Chicago. For the next few years, Howard worked for American Invscos, one of the country's largest condominium converters and owners of multi-family housing. As one of Invscos's acquisition specialists, Howard visited 60 cities and learned . . . a lot.

Soon, however, he found himself unable to grow with the company and began looking again. By January, 1979, he had become a partner in First Equities Corp., a major syndicator of apartments throughout the

country. Currently, while still affiliated with First Equities, Howard heads Seville Holding Group, Ltd., which encompasses the construction, development, and marketing organizations. Formed in 1980, Seville produced September Chase, a high-quality townhome condominium community on LaVista Road in DeKalb County. Two years ago its sister community, Winston Place, began to take shape, together with The Courtyards at Terrell Mill office condominiums.

What's in store for the future? To be creative and unique in designing moderately-priced homes in cluster communities. Howard confesses to being a frustrated architect. He wants to produce works of worth that will make money for him and his companies and stand as examples of good residential design from our time. Right now, for example, he is planning to build a cluster community in the Sandy Springs area.

For Howard Zuckerman, planning a quality community is both a responsibility and a whole lot of fun. Designing the product is not just a question of where the walls and windows go, but also how the buildings will relate to one another in the site plan, and what the landscaping will do for the community. Howard plays a role in all of these phases of development. You see, he makes money the old-fashioned way. He earns it and loves what he does to earn it. ■