



Advantage Direct, Inc.

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Real Estate Developments & Commercial Financing:

Advantage Direct LLC – Marketing and Development Company. CEO and Founder. 1994 – Current

Sold multiple projects to private investors, designed and negotiated from conception to engineered site plans, through final approvals managing engineers, attorneys, state, county and township zoning officials, infrastructure management including hiring general contractors, supervising construction of roads, curbs, retention areas, underground utilities, landscaping, signage and improvements.

* Indicates management of realtor teams to market and re-sell individual sites.

+ Indicates negotiations of project financing and re-financing.

Indicates designed and developed final site approvals.

Fun Country Resort – Designed and approved 40 acre commercial development consisting of a 120 RV unit campground, an existing water amusement park, a proposed 120 unit flagged hotel, a 7700 sq. ft. restaurant, additional associated amenities such as two playgrounds, an indoor/outdoor pool, tennis and basketball courts. Approved 30,000 sq. ft. retail space and wastewater treatment facility servicing the village. Sold to original developer. Grand Traverse County, Interlochen, MI. + #

Birch Pointe Peninsula – Designed and approved 48 acre upscale residential lake front development. Designed under density, fourteen pristine residential sites on Green Lake. Environmentally friendly awareness working closely with The Friends of Betsie River and Green Lake environmental protection groups, meeting their high standards and final approvals. Sold to original developer. Grand Traverse County, Interlochen, MI. (Sold lots out.) * + #

Betsie River Resort – Designed 86 acres resort development site with approvals for 140 RV upscale “Class A” Pull-through sites and 80 log cabins along nearly a mile of frontage on the Betsie River. Environmentally protected design on heavily wooded site. Worked closely with The Friends of Betsie River and Green Lake environmental protection groups. Sold to original developer. Benzie County, Thompsonville, MI. + #

Crystal Valley Equestrian Estates – Designed 160 acre upscale development site approved for an Equestrian Master Planned Community including 92 upscale homes, indoor riding arena and horse facilities for boarding. Sold to original developer, next to Crystal Mountain Resort. Benzie County, Beulah, MI. + #

Real Estate Developments & Commercial Projects (Continued):

Crystal Meadows – Designed 40 acre Mixed Use PUD. 22 affordable home sites and commercial strip mall. Sold site to original developer, resold to investor. Benzie County, Thompsonville, MI (Sold out.) * + #

Round Lake Estates – Designed and approved 120 acre Master Planned PUD - 74 single family one acre sites and 2 five acre commercial sites surrounding Round Lake. Sold site to original developer and completed Phase One infrastructure. Resold site to investor and completed Phases Two and Three. Grand Traverse County, Interlochen, MI (Sold out.) * + #

Country View Meadows – Designed and approved 40 acre Master Planned PUD – 22 affordable single family one acre sites and 2 five acre commercial sites across from Round Lake Estates. Sold site to original developer. Grand Traverse County, Interlochen, MI (Sold out.) * + #

Twin Birch Commons – Designed and approved 21 acre PUD Single family and duplex residential site condominium project, surrounded by Twin Birch Golf Course. Sold site to original developer, resold to investor. Kalkaska County, Kalkaska, MI (Sold out.) + #

Boardman Crossings and Boardman Commons – Designed and approved 262 acre PUD located in the Village of Kalkaska . Neighboring property includes an additional 2.46 acre parcel located in the Industrial park and the 20.49 acre remaining Boardman Commons project. The Boardman Crossings PUD was approved and then modified for 304 residential building sites, 180 units of senior living, 88 units of multi-family plus, 24.1 acres for commercial by the Village. Surrounded by Twin Birch Golf Course and includes one mile of frontage on The Boardman River. Sold site to original developer, resold to investor. Kalkaska County, Kalkaska, MI (Sold out.) + #

Bay Valley Resort & Conference Center – sold existing 470 acre resort, including 145 room flagged hotel, fine dining restaurant , lounge, pool, fitness center, conference room of up to 400 people. Includes Bay Valley Golf Course, a challenging 18 hole championship golf course designed by Jack Nicholas and Desmond Muirhead. +

Sugar Loaf Ski & Golf Resort – sold existing 1600 acre resort, including one 18 hole “older style” golf course with club house, a newer 18 hole Arnold Palmer-designed golf course and club house, airstrip, hotel, ski hills, wastewater treatment plant, 20 condominiums, and tennis. Sold site to investor in 1997. He resold site in 2000. +

North Shore Estates – exclusively represented one builder with 50 one acre lots. The homes and lots were sold as one package in Phase One, and ranged in price from \$525,000. for site homes (with

riparian rights) on up to \$3,500,000. for lakefront homes on West Crooked Lake. Sold out ten months ahead of builder's original schedule. Livingston County, Brighton, MI * +

Real Estate Transactions – sold multiple residential properties and commercial projects throughout career. Hired and managed teams of Realtors, staffing each site and training each Realtor. Conducted multiple commercial real estate auctions during challenging times.

Multiple Native American Confidential Projects – Site selection for multiple tribes and bands in a four state area for their compliance with land in trust applications. Worked closely with private investors for casino/hotel/resort development and construction when final compacts were approved in 1996.

Real Estate, Marketing & Management Consultation:

Great Lakes Real Estate - Michigan Licensed Realtor, Vince Manganello, Broker 2021 - Current

Advantage Direct Inc. – Marketing and Development Company, CEO. 1994 – Current
Retained several select clients for project specific campaigns. Commercial loans including SBA Loans, Bridge and Construction Loans, Refinancing & Portfolio Loans.

Network Enterprises, Inc. – Hi-Tech Advertising & Marketing Firm, CEO/Founder. 1984 – 1994
Specialized in web site design, upscale literature, cooperative advertising research and recovery, research and development for national SMSA's, internet advertising and campaigns. *Sold both businesses in February 1994.*

Desktop Facilities Management, Inc. – Hi-Tech MacIntosh VAR and Service Bureau. 1984 – 1994
CEO and Co-Founder of successful Hi-Tech, cutting edge service bureau and first Apple/MacIntosh Value Added Retailer in Michigan. Sold and installed computers to the advertising and creative world. Our service bureau produced and developed final films for high-end four color printers for literature, magazines, newspapers and advertising collateral. *Sold both businesses in February 1994.*

Several Clients for Network Enterprises, Inc. and Desktop Facilities Management, Inc. included but were not limited to: Ford Motor Company, General Motors Company, AAA Insurance & Monthly Magazine, Blue Cross Blue Shield Insurance of Michigan, Little Caesar's Pizza, Domino's Pizza, The Detroit Free Press, The Detroit News, The University of Michigan, Eastern Michigan University. Worked closely with Senior Art Directors to meet and exceed their expectations.

Advertising Agency Clients included but were not limited to: The Yaffe Group, Leo Burnett, Brogan & Partners, Berline Advertising, JWT (formerly J. Walter Thompson Agency), Campbell-Ewald. Worked closely with multiple Senior Art Directors to achieve their expectations for their print campaigns.

Manufacturing clients for “exit plan” projects at Network Enterprises, Inc.:

Paper & Cleaning Supply Distributor, Detroit, MI -

1993 - 1994

Paper products, chemical and cleaning supplies, heavy cleaning equipment and floor care product distributor. Produced 260 page product catalog from scratch. We conducted co-op research and recovered 80% of catalog costs from their vendors and suppliers. Wrote all of the copy, coordinating over 500 manufacturers' products, designed and color coded the entire catalog by category for a user-friendly appeal. Trained internal sales management and staff “how to use your new catalog” in multiple one hour seminars.

Environmental Products Manufacturer, Green Bay, WI –

1989 – 1991

Environmental absorbents and emergency response product manufacturer. CEO and President hired our firm to restructure entire company including sales, marketing, industrial and retail packaging, trade show participation and product redevelopment. We developed new specialty products such as fire retardants, working with “Red” Adair for fighting oil well and forest fires, blood borne pathogen kits, various oil absorbents and remediation processes (worked with Exxon to clean the Valdez oil spill), bio hazardous waste cleanup products, bio remediation products for chemical spills, vehicular accidents and agricultural disasters. Managed over 250 independent manufacturer's reps throughout USA and Canada, developing and presenting to major accounts and distributors. Fired, hired and retrained entire sales staff implementing a SBO and MBO program. Designed and launched new website for add on sales and exposure.

Cleaning Supply Manufacturer, Detroit, MI

1988 - 1989

CEO hired our firm to restructure his sales and marketing. Presented new product lines to major retailers in USA and Canada after retraining and hiring over independent manufacturer's reps. Retrained secondary tier of reps for Janitorial/Sanitorial and industrial/automotive markets.

Tools & Cleaning Supply Manufacturer, Livonia, MI

1984 - 1988

CFO hired our firm to restructure his sales and marketing. Launched new retail line with managing over 450 independent reps in USA and Canada. Hosted and conducted all national trade shows. Secured retail real estate in major accounts including Home Depot, Lowes, Ace, True Value, Do-It Centers, Pep Boys, K-Mart, Wall-Mart, Sam's Clubs, Piggly Wiggly, Walgreen's, Rite-Aid, etc., while maintaining industrial/janitorial lines at Ford Motor Company, General Motors, Chrysler, Honda, Mitsubishi, International Sanitary Supply Association Distributors, etc. Consulted and implemented computerization of entire company.

Past Employers:

Detroit Free Press (Knight Rider) –

1981 – 1984

Senior Advertising Account Executive for daily newspaper covering Ann Arbor, Brighton, Plymouth, Northville MI territories. Worked in same zoned office with Mitch Albom (reporter then, published author now).

Grand Rapids Press (Booth Newspapers) –

1978 – 1981

Senior Advertising Account Executive for daily newspaper covering Wyoming, Grandville, Hudsonville, Zeeland, Holland, South Haven, Saugatuck, Grand Haven MI territories. Worked at corporate offices.

JC Penney –

1976 – 1978

Display and Advertising Manager in Traverse City, MI.

Personal:

Happily married to the greatest man on earth! We currently live in beautiful Beulah in Northern Michigan. Our four children are grown and graduated from various colleges, and we are very proud parents and grandparents of six grandchildren. Art, photography and music are always a passion, and will continue to be our focus, as we continue our journey.



Recent Retainer Projects:

March 1, 2018 – Current

Advantage Direct Inc was hired by several investors for various Native American Joint Venture projects which include but are not limited to Elder & Affordable Housing, Import/Export, & Manufacturing.

Sept. 4, 2015 – Feb. 27, 2018

Advantage Direct Inc was hired by the Executor of her parents estate to manage over 1200 properties. While organizing, perfecting flawed titles, selling to existing tenants and land contract holders reducing inventory by 54% in two years and increasing profitability over 180% by restructuring contracts, property tax liabilities, etc. During this period, discovered extremely large amounts of money missing from their main cement business, starting with the bookkeeper and then the owner's children. Hired and managed CPA, Attorney and Forensic Accountants (Rehman Group) to build the case and convict the bookkeeper (serving time in prison for stealing over \$3,000,000. From owners, who were 87 years old at the time.) Her children also stole millions of dollars – which we created "Evidence Books" with proof, canceled checks, bank deposits and withdrawals, etc. The owner could not bring herself to prosecuting her own children. This was a very complex case, additional details will be provided upon request.

March 1, 2014 – Sept. 3, 2015

Activities Director for Boardman Lake Glens Assisted Living with 60 apartments and over 75 residents. Responsible for activities employees, managing daily Activities Program for low and high functioning seniors. Designed, wrote, edited and published monthly newsletters and videos of monthly events. Made the balance or resident's lives interesting and fun! (Entered this project to "learn the business" for a large Native American project in Florida).