



HEIDI RICKERD-RIZZO

Leader | Entrepreneur | Creative | Consultant

An **inspirational, collaborative, compassionate** leader inspired by the mission to help others succeed. With an entrepreneurial spirit and over 42 years of specialized experience, I have established a successful career in the field of real estate by offering design, marketing and sales solutions for buyers, sellers, developers and investors alike.

Specialties: asset management, luxury property sales/acquisitions, relocation, landlord/tenant, renovation and construction management, residential and investment sales

Contact



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Skills

- Asset Management
- Property Staging
- Real Estate Marketing
- Relationship Building
- Strategic Thinking
- Problem Solving
- Philanthropy
- Negotiations
- Coaching
- Public Speaking
- Written and Oral Communication
- Construction/Site Management
- Event Planning
- Creative

Awards

Realtor of the Year and Distinguished Service Awards, Marin Association of Realtors

Honorary Director for Life, California Association of Realtors

2016 Women in Business recipient for the North Bay (Marin, Sonoma and Napa Counties), North Bay Business Journal

Experience

● Founder

Marigold Ranch

May 2021 - Present

- Working Ranch to include hay production, management of livestock and equines
- This will be an overreaching Brand that will encompass my real estate consulting work, design and event opportunities and creative outlets/products to include "Cowdog" Saddle Blanket Beds.

● Broker Associate/Regional Leadership

Corcoran Icon Properties

Aug 2020 - Present

- I remain a Broker Associate with the company and participate in leadership and as a "Brain Trust" member to the Team and new operators.
- I continue to work in the field with both our team and to execute transactional business as appropriate.
- I help with recruiting and associate retention.
- I will hold both a California Brokers License and a Texas Real Estate License.

● Vice President/Principal/Co-Founder

Terra Firma Global Partners

Jan 2010 - Aug 2020

- Created a new client-centered business model in the brokerage industry by establishing small, local footprints in key communities throughout the North Bay to bring them closer to their customers
- Focused on the client experience and defining and supporting a collaborative associate model
- Grew the company to 10 offices throughout Marin, Sonoma and Napa counties with 90 full-time associates
- Ensured the firm was consistently named one of the top places to work in the North Bay and was among the top firms in the area for philanthropic work

Experience

● SVP/Regional Manager

Pacific Union Real Estate

Apr 2007 - Nov 2009

- Responsible for the firm's success, expansion and growth in the Napa/Sonoma Valley markets during the height of the recession and Wall Street collapse
- Managed over 60 Associates and staff
- Facilitated the acquisition and reorganization of the company to a new Brand/Holding Company to include consolidation of leaseholds, firing/hiring and on-boarding of associates
- Lead training and development, damage control, associate retention and building trust for the success and adoption of the new brand and model

● Founding Partner

Bayside Management and Leasing

Apr 1982 - Jan 2002

- Grew the company as a "start up" from only two principals to multiple offices, over 35 employees, and upwards of 3,000 units under management at its height (to include "multi-family"/apartments, HOA's, small office/retail sites and single family homes)
- Established the company as one of the leading property management and investment firms in Marin and Sonoma counties

Affiliations

- Former Director, Ecumenical Association for Housing in Marin County
- Former Member, Marin County Traffic Systems Management and 101 Corridor Action Committee
- Former Member, Marin County Housing Authority's Rental Deposit Guarantee Program Advisory Committee
- Former BOD Member, Willow Creek Charter School, Marin County
- Former BOD Member, CAR (California Association of Realtors)
- Former BOD Member, REBs (Real Estate Business Services, a subsidiary of CAR)
- Former Member of the California DRE Task Force to appoint the DRE Commissioner
- Former BOD for St. Hilary School and Finance Committee, as well as Facilities Coordinator for all school fundraising events