



## **Matthew S. Taylor, AICP**

**Vice President and Chief Operating Officer**

Matthew S. Taylor, Vice President and Chief Operating Officer of Real Estate Research Consultants Inc. (RERC), offers clients more than fifteen years of consulting experience providing assistance in a broad range of disciplines. Mr. Taylor advises clients on strategic and comprehensive planning, business consulting, real estate development and master planning. His professional experience spans small-scale to large-scale, multimillion dollar public and private development projects including airports, federal installations, high-rise buildings, mixed use projects, resorts and theme parks, among others. Highlights of Mr. Taylor's specific capabilities include:

- Advising and representing property owners in public-private development initiatives to leverage under-utilized assets to further community and stakeholder goals.
- Large-scale, business-driven master planning including concept visualization, process definition, market feasibility/analyses, forecasting, land use planning, CIP development and implementation strategies
- Urban in-fill/redevelopment site evaluation and planning including site selection, feasibility and market analysis, pro forma development, development programming and phasing, entitlement planning and coordination, and management of conceptual design.
- Land use planning including highest and best use evaluations, optimization, intensification/densification studies, property and product positioning and concept development.
- Business Planning focusing on strategic direction, market coverage, absorption, penetration, yield, maturation and SWOT analyses.
- Strategic Planning for corporations/agencies/communities which includes visioning, defining goals and objectives, stakeholder relations, alternatives analysis, and developing implementation strategies.

Mr. Taylor holds a Master of Business Administration in International Business from American University in Washington, D.C. and a Master of City Planning degree from the Georgia Institute of Technology. He is certified by the American Institute of Certified Planners (AICP) and a licensed real estate salesman in the State of Florida. Mr. Taylor's Bachelor's Degree is in Economics from Centre College in Danville, Kentucky, where during college, he conducted research in the Amazon Jungle and the Galapagos Islands of Ecuador, South America.

Mr. Taylor presents at several national and state conferences each year and has

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received a National Planning Award from the American Planning Association as well as Individual and Group Achievement Awards from NASA. He has been recognized by the Honorable Order of Kentucky Colonels and the Governor of Kentucky as an outstanding ambassador for the state. Matt is a graduate of Leadership Orlando and is a member of the American Planning Association, Urban Land Institute and International Downtown Association.

