

April 2006
The Woodlands, Texas



Builder Salesperson of the Year – The Woodlands, Texas Hank Van Joslin

When Hank Van Joslin made his way down the red carpet at the 2006 Realtor/Builder Producers Gala last Friday night, heads turned in respectful admiration of his distinction as number one producer for Village Builders, but jaws – including his own! – dropped in awe of his unexpected second invitation to the award stand. Having sold 129 homes (over \$29 million in sales volume) in his first year back in new homes sales since 1981, Hank Van Joslin received; The Builder Salesperson of the Year for The Woodlands, Texas, an award never before given by The Woodlands Development Corporation.

Though the establishment of this official recognition is a welcomed surprise, Hank Van Joslin sees his record-breaking sales as just part of the job. "Hank's ability to set impossible goals, formulate a plan to hit and even exceed these goals has absolutely inspired the entire Village Builders team to reach even farther than the eye can see," remarks David Whitaker, Division President for Village Builders Houston.

This level of excellence has always been the norm for Hank Van Joslin, who won salesman of the year in 1981 with Ryland Homes, his first year in real estate sales. After this incredible first year, Hank accepted the position of sales manager for the NW Division of Ryland Homes in 1982 where his sales force of diverse professionals exceeded the company's goals for that year.

In 1983, Hank entered into a building partnership that took him to Austin, Dallas and Punta Gorda, Florida where he was involved in building, sales and marketing of multi family units. Back in Houston he built and sold production homes in NW Houston and custom homes in The Woodlands and South Shore Harbor.

As the Texas real estate market seemed to dry up for smaller builders like Hank's group, he found an opportunity to get involved in the food business. So from the late 1980's to 1994 Hank built the *Unimark Group Inc.* and took it public. You can still buy Hank's *Sunfresh* brand of refrigerated and canned fruits in any supermarket across the country now as *Del Monte/Sunfresh* since *Del Monte* bought the company in 2000.

From 2000-2004, Hank worked as a consultant for US and international food manufacturing, trading, and distribution companies. One of the most fascinating assignments he had was meeting and working with the Alabama Department of Agriculture and Fidel Castro on commodity food trading programs between Alabama and Cuba.

After over 20 years of success in different businesses, Hank has returned to new home sales in The Woodlands and is here to stay. Settled and happy, he explains, "I have been blessed with many career and business opportunities throughout my life. The one I have found most rewarding is providing guidance and helping families find and invest in their dream home. I truly love what I do." Hank's love for satisfying

family's primary needs is authentic; it inspires trust and confidence which leads to an enjoyable buying experience. After all, 129 families in 2005 can't be wrong! Although it is obvious that Hank's charisma, professionalism and dedication to each customer has earned him the title of The 2005 Builder Salesperson of the Year for The Woodlands, Texas as well as The New Home Sales Consultant of the Year for Village Builders a Lennar Company. Hank insists that he has simply just been very lucky. "Luck, when opportunity and preparation meet, has had everything to do with the sales and closings I had in 2005. The right product, in the right community, at the right time, with the right builder has been an opportunity second to none."- HVJ