



VANCE F. ASKEW

DIRECTOR OF SALES AND MARKETING

WATERWAYS TOWNSHIP

RICHMOND HILL, GEORGIA

Vance Askew joined Fletcher Management in 2008, with a career spanning more than 25 years of diverse experiences with the operations, finance, development and sales of large master-planned resort and residential communities. His scope of responsibilities, serving WaterWays Township, a 2,300 acre master planned development near Savannah, Georgia, in historic Richmond Hill includes the creation of sales and marketing strategies, evaluation of local market conditions and sales trends, assistance with development planning, relationship management with the local and regional building and Realtor communities, as well as serving as WaterWays Township community relations and civic liaison.

Askew's vocational dedication to well-executed large master planned communities has produced a fascinating spectrum of well-honed skills for this specific niche. With a degree in accounting from Valdosta State College and a Certified Public Accountant license, Askew built a solid foundation of knowledge regarding the financial structure and operating requirements for successful real estate development companies, including senior management roles at Amelia Island Plantation and Sandestin Golf and Beach Resort. In addition to his financial management responsibilities, Askew served in senior leadership positions involving the creation and administration of numerous community and property owner associations, participating as an active board member on master homeowners' association boards as well as local neighborhood and condominium associations.

After a valuable 15 year career in finance, Askew became a certified real estate broker in Florida and transitioned to an active career in real estate development and sales. He served as a vice president for Intrawest Corporation's West Florida development division for two years, and as the sales director The St. Joe Company, Florida's largest private landowner. In this capacity, he was responsible for managing the daily operations of two sales teams, interfacing with development personnel on master planning and community operations issues, and working with marketing staff to create successful campaign strategies and messaging. In October, 2008, Askew joined the Fletcher Management team in his current capacity as Director of Sales and Marketing for WaterWays Township.

Askew is a devoted husband to his wife, Lynette, and father to their two daughters. They live in Richmond Hill, where they are active in both civic and community organizations.