

Profile

Katherine

"KT"

Catlin

First Name

Middle Initial

Last Name

266 Fairview Road

Home Address

Suite or Apt

Palm Beach

City

FL

State

33481

Postal Code

ktcatlin@hotmail.com

Email Address

Home: (561) 842-7084

Primary Phone

Home: (908) 229-9151

Alternate Phone

Which Boards would you like to apply for?

Architectural Review Commission (ARCOM): Submitted

Question applies to multiple boards

**Appointment to the Architectural Commission (ARCOM), Landmarks Preservation Commission, Planning and Zoning Commission, Recreation Advisory Commission, & Underground Utilities Task Force (UUTF) requires the applicant to be a registered voter in the Town of Palm Beach. Please attach a copy of BOTH SIDES of your Voter Registration card with your application. Failure to provide the required copy of the voter registration card shall be grounds for rejection of the application.**

Question applies to multiple boards

**I am a registered voter in the Town of Palm Beach (Initial below)**

KTC

Question applies to multiple boards

VERIFIED - KMC 1-23-24

Upload a Voter Registration Card in one of the accepted formats (Front)

Question applies to multiple boards

Upload a Voter Registration Card in one of the accepted formats (Back)

Retired

Occupation

In what area of town do you live?

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☒ North

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## Interests/Experience

Question applies to Architectural Review Commission (ARCOM)

**Why are you interested in serving on the Architectural Commission?**

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I was an alternate member for 5 years and am interested in continuing to server the Town of Palm Beach and it's residents as a full voting member. Committees, Councils and Commissions where volunteers from the community serve are critical to the culture & beauty of Palm Beach.

Question applies to Architectural Review Commission (ARCOM)

**How many meetings of the Architectural Commission have you attended in the last year?**

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10

**Please indicate if there are any periods of time for which you will be unavailable for meetings.**

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I have demonstrated my ability and willingness to attend meeting with my attendance record on ARCOM. I take the position seriously and have only missed due to illness or work requirements. Since I am now fully retired, I have complete control of my schedule.

Question applies to Architectural Review Commission (ARCOM)

**Do you have any personal experience with requesting approvals from the Town's Architectural Commission? (Please explain)**

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My only experience requesting approvals was for a replacement of a roof. like for like. To accomplish this we had to utilize the Historically significant designation. The approval was granted at the staff level. I served as an alternate on the commission for 5 years until terming out and am 10 months into new term of 2 years replacing an alternate that moved up.

**Are you a member of any of the following organizations? (Check all that apply)**

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- ☒ Palm Beach Civic Association
- ☒ Preservation Foundation of Palm Beach

Katherine "KT" Catlin

## Present Occupation

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Retired

## No. of years

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1

## Past occupation(s)

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I have been in the workforce for over 50 years. Starting as an executive in the retail industry I was in the buying line for such noted companies as Hahne's Department Store, Bamberger's, Stern's and JW Rhodes. I moved from the merchandising side of the business to operations and training. I left retail and went to work as a sales associate for Schlott Realtors in 1989. I have over 30 year Real Estate sales/training and management for many of the top companies, Weichert, Re Max and Coldwell Banker and Century 21. My specialty has always been new construction. I have remained an active participant in the Housing Industry. In April of 2023 I retired as the Executive Officer for Gold Coast Builders Association where I sat on the National Association of Home Builders, Remodeler's Council Board of Trustees. I still attend Conferences related to the Home Building Industry including discussions on remodeling and ground up construction. I interact with industry professional and am aware of many aspects of the industry that impact the look and quality as well as functionality of the new homes being built today.

## No. of years

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40+

## Please provide details regarding your educational background:

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Fairleigh Dickinson University; Madison, NJ, BA 1974 Licensed NJ Real Estate Broker 1994 Institute of Residential Marketing (MIRM Candidate) Certified New Homes Sales Professional 1994 Certified New Homes Marketing Professional 2001 Certified Luxury Home Marketing Specialist 2004 Graduate Realtor Institute (GRI) 1994 Landmark Education Introduction Leader 2008 Continuing Education Over 400 hours

Question applies to Architectural Review Commission (ARCOM), Underground Utilities Task Force (UUTF)

**Do you have a degree in, or have you taken courses in, any of the following fields of study:**  
(Check as many as are applicable) \*

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- ☒ Architecture
- ☒ Landscape Architecture/Design
- ☒ Architectural History
- ☒ History
- ☒ Design
- ☒ Building Construction

Question applies to Architectural Review Commission (ARCOM)

**Are you currently a Registered Architect in the State of Florida?**

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☐ Yes ☒ No

Question applies to Architectural Review Commission (ARCOM)

**Are you currently a Registered Architect in another state?**

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☐ Yes ☒ No

Katherine "KT" Catlin

Question applies to Architectural Review Commission (ARCOM)

**If So, in which state are you currently registered?**

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Upload a Resume

**Have you ever been convicted or pled guilty or nolo contendere to a crime other than minor traffic violations?**

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☐ Yes ☒ No

**If you are currently serving on a Town board, commission, or committee, please identify in the space below and check the "I Agree" box indicating that you will resign from that position if you are appointed to the position you are seeking in this application.**

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**I agree that I will resign from the board, commission, or committee if I am appointed to the position I am seeking in this application.**

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☒ I Agree

Question applies to Architectural Review Commission (ARCOM)

**Why do you feel you are qualified to serve on the Town's Architectural Commission?**

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I have an extensive background in "Housing/Building/Real Estate" that allows me to objectively review the projects presented. I am also a Full Time resident and am the 3rd generation of my family to call Palm Beach Home. Having served for 5+ years I have demonstrated my ability to work in a professional manner with both the applicants and my fellow commissioners. I am diligent in my preparation, and I believe fair in my evaluations. I firmly believe it is important to preserve the ambiance, culture and beauty of our town and I fully understand that additions/renovations/restorations and new construction are always going to occur. It has been a privilege to work with all involved to strike a balance that works to enhance the beauty of our town while protecting its history. I am able to look at the home designs presented objectively without prejudice or imposing a preference for my personal taste. I also have the trust and respect of many of the professionals that have come before the board while I sat for 5+ years. Many individuals have commented that my comments are professional, helpful and moved the conversation and project forward. Individuals understood what needed to be done to resolve the issue(s) I may have pointed to or questioned and were not left wondering what they might do if they were deferred. As I look back on projects approved and denied over the last 6+ years (5 + of my tenure and 1 with me as an observer) I see many instances where I strongly express an unpopular opinion only to have the commission come round to what my comments or suggestions were at the start. I also have the respect of the community; many a resident has approached me expressing frustration with the commission. I have always been able to answer general questions about "Why or How" ARCOM could let this or that happen or pass explaining the limits and powers of the commission and gently nudging individuals to not be silent but if they feel strongly to attend/speak/write but not remain silent. I do believe that the Builders of "Spec" homes can be a challenge and I also believe that when we meet and work with them versus treating them as the enemy, we can help that Builder/Developer/Investor produce a better product for the prospective client/buyer as well as the town. THIS can result in less "return" visits to the commission, happier residents and our ultimate goal of retaining the special quality of our town.

Katherine "KT" Catlin

Question applies to multiple boards

**In the event you are applying to be a Regular Member and you are not successful, will you accept appointment as an Alternate Member should the Town Council wish to appoint you as an Alternate Member?**

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☒ Yes ☐ No

**To enable Town Council to consider potential conflicts of interest, please list the family members who live and/or work in the Town of Palm Beach, including your spouse, parents, siblings or children.**

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Ralph Del Deo - retired and live on Fairview, parents Dr Campazzi - Campazzi Concierge Medical Practice, brother-in -law

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## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

### Ethnicity

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☒ Caucasian/Non-Hispanic

### Gender

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☒ Female

### Physically Disabled

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☐ Yes ☒ No

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**I hereby certify that I have read the sections of the Town Code of Ordinances for the particular board/commission/committee that I have selected above and have noted the description of the board/commission/committee and its members' duties, and further I have read the regulations concerning absences and conflicts of interests. I certify the information given by me is true and complete to the best of my knowledge and belief. I understand that any falsification of material facts will be grounds for rejection of this application of dismissal after appointment.**

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☒ I Agree

Question applies to Architectural Review Commission (ARCOM)

***Please provide a copy of BOTH SIDES of your Palm Beach County Voter Registration card, which shows your Town of Palm Beach address, with your application.***

**Please note that the Board/Commission applications will expire on December 15 of each year.**

**ARCHITECTURAL COMMISSION (ARCOM)**

ARCOM reviews and approves modifications to any existing structures visible from public rights-of-way, new construction, and landscaping. The seven regular members and three alternate members are Town registered voters appointed by the Town Council. Regular members are appointed for three-year terms and no member may serve more than two consecutive terms. Members are appointed on the basis of experience in art, architecture, community planning, land development, real estate, landscape architecture, or other relevant business, profession, or civic interest. At least two members, but not more than three members, shall be registered architects in the state. In the event there are, in the discretion of the town council, no bona fide applications who are registered architects in the State of Florida, the town may solicit and appoint architects registered outside the State of Florida to fill one of the architect seats.

## KATHERINE (K.T.) CATLIN GRI, CSP, CMP, CLHMS

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265 Fairview Rd, Palm Beach Florida 333480  
Mobile (908) 229-9150

### SALES & MARKETING EXECUTIVE

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Results driven sales and marketing executive, consistently successful in the design and execution of strategic business plans, and initiatives that exceed projected profitability goals and successfully gain the competitive market advantage. A true ground zero strategist consistent in identifying “gaps” in the product, market and serviceability chain -- and devising innovative approaches to improve pricing, sales, processes and performance -- that directly impact customer satisfactions levels and bottom-line profitability goals.

#### *AREAS OF EXPERTISE • QUALIFICATIONS • ACHIEVEMENTS*

Revenue Generation / Profit & Loss	Target Market / Market Trends	Traffic / Lead Generation
Budgets, Capital & Operating Expense	Demographics / Focus Groups	Sales Recruitment & Staffing
Cost Avoidance / Cost Containment	Competitive Product/Market Analysis	Training & Professional Development
Product & Pricing Strategies	Market Penetration / Absorption Rate	Team Building / Leadership

Former Instructor With NJ Association of Realtors. Facilitate Classroom Training For The Graduate Realtor Institute, Former Instructor/Moderator For the Local and National Association Of Home Builder's New Homes Sales Professional Certification Program, And A Series Of Core Selling Programs

Numerous Industry And Corporate Awards For Excellence In Training And Sales Management Including Multi Million Dollar Club Award, Million Dollar Club Award, President's Circle And Sales Director Of The Year

### PROFESSIONAL EXPERIENCE

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#### **EO at Gold Coast Builders Association of FL**

**2019 - Present**

The Gold Coast Builders Association of FL is a local professional trade organization affiliated with the Florida Home Builders Association (FHBA) and the National Association of Home Builders (NAHB). Responsibilities included running of the daily operations, coordination and involvement with state and national offices, coordination of advocacy efforts at the local level, development and delivery of educational programs, and events, budgeting, fund raising and among other varied duties.

#### **Owner KT Consulting & Associates LLC. Palm Beach FL. 2018 to Present**

KT consulting and Associates, LLC specializes in marketing strategies, solutions and consultations for Housing Professionals and Property Owners. We create marketing teams and plans for properties not yet on the market, review and identify alternatives to current marketing plans. Properly marketed properties historically sell faster for more money and lower carrying costs.

Professional Experience Continued....

**Broker Associate**

**2017 – Present**

**Paragano Real Estate Management Inc, Short Hills NJ**

Paragano Real Estate Management, Inc. is a family owned and operated Real Estate development, investment and property Management Company, specializing in custom new homes, self-storage facilities, commercial property management, leasing and construction, including the development of over 450 custom built homes, multi-family properties and over one million square feet of office, industrial and retail space, purchased, managed and/or renovated.

**Director Sales & Marketing**

**Sales Manager, Licensed Real Estate Broker**

**1989 – 2002**

**Weichert Realtors; Chester, NJ (1996-2002)**  
**Coldwell Banker Schlott Realtors; Pluckemin, NJ (1989-1996)**

Exceptional entrepreneurial leadership style successful driving revenue growth through strategic business and market planning, innovative and competitive talent acquisition and comprehensive training, development and team building strategies. Recognized as an industry top performer and leading corporate Sales Director – expert managing pre-construction start-ups, initial and on-going marketing programs, business management and business/customer relationship management for multiple residential communities.

Credited with proactive internal communications leadership efforts, sales and organizational program development, aggressive contract/proposal negotiations and a solid customer solution orientation. Individual productivity exceeds

\$7 million year over year with direct impact and accountability for \$30 million of completed business transactions over the past 24 months.

- Partnered with relatively new builder to develop target specific sales and marketing plan to aggressively penetrate new market in a highly competitive demographic. Award winning campaign earned numerous industry accolades and brand recognition for the builder; improved sales pace 100%, drove transactional value up 93% and value added revenues grew 230%.
- Initiated and developed the Home Sale Contingency Program to assist customers in the liquidation of their current properties. Program resulted in \$50,000 revenue in the first 12 months.
- Collaborated with the executive committee throughout a needs assessment and performance improvement strategy, and successfully championed the design and implementation of the Broker Outreach Program to provide marketing support to key builders targeting high profile realtors, and which became the basis for the New Homes and Lands marketing program incorporated region wide.
- Successful execution of the Broker Outreach Program combined with a formal region wide sales training initiative resulted in the total reorganization of the division from a purely sales operation into a fully integrated sales and marketing support division.
- Earned 20+ Sales and Management Awards During This Period Including:  
Million Dollar Club Gold Level; Multi-Million Dollar Circle Award; Ambassador's Club;  
President's Circle; Industry Sales & Marketing Awards; National Membership Recruitment;  
Special Achievement Awards and Sales Director of the Year



**Retail Operations & Merchandising**

**1972 – 1999**

**Additional Work Experience**

Prior to entering Real Estate worked for several large retailers including Hahne's, Sterns & Bamberger's/Macy's. Positions included Visual merchandising, Advertising, Senior Level Store Line Management, Merchandise Buyer numerous classifications, Controller's division Store Auditor & Trainer and Controller for Macy's Menlo Park Branch Store.

**LOCAL / CIVIC / INDUSTRY ACHIEVEMENTS**

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**Alternate Member Town of Palm Beach Architectural Review Commission 2017 - Present**

**NAHB Remodelers Council Board of Trustees 2021 - Present**

**NAHB Custom Home Committee Board 2019 - 2020**

**Chairperson for NAHB/NSMC Sales and Marketing Ideas Magazine** with a distribution to over 17,000 industry professionals. Took magazine from staple to perfect bound in 1 year resulting in increased advertising revenue and distribution.

**Judge for Greater Atlanta Home Builders Industry Professionalism Awards** categories included Personal Achievement, Remodeling and Product Evaluation.

**EDUCATION & CERTIFICATIONS**

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Fairleigh Dickinson University; Madison, N.J. Bachelor of Arts – Fine Arts  
Licensed NJ Real Estate Broker  
Institute of Residential Marketing (MIRM Candidate)  
Certified New Homes Sales Professional  
Certified New Homes Marketing Professional  
Certified Luxury Home Marketing Specialist (CLHMS)

***Extensive Local, State & National Trade Affiliations – Sample Listings Includes:***

Hunterdon Somerset, NJ State and National Boards of Realtors; (HSAR), (NJAR), (NAR)  
Past member Legislative Committee, RPAC Committee, Elected Board of Trustees

Community, State and National Home Builders Associations; (CBA), (NJBA), (NAHB)  
Board of Trustees (CBA PAC); Board of Directors (NJBA),  
Past Member Public Relations Committee (NJBA); Sales and Marketing Council (CBA-SMC)  
and National Sales & Marketing Council (NSMC), Past Publications Committee Chairperson (NSMC)

Professional Developments And Continuing Education  
Includes 3 State And 2 National Conventions Annually  
Details Provided Upon Request

## **KATHERINE (K.T.) CATLIN**

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265 Fairview Rd, Palm Beach Florida 333480  
Residence/Business/Mobile (908) 229-9150

## **EDUCATION & CERTIFICATIONS**

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Fairleigh Dickinson University; Madison, NJ, BA 1974  
Licensed NJ Real Estate Broker 1994  
Institute of Residential Marketing (MIRM Candidate)  
Certified New Homes Sales Professional 1994  
Certified New Homes Marketing Professional 2001  
Certified Luxury Home Marketing Specialist 2004  
Graduate Realtor Institute (GRI) 1994  
Landmark Education Introduction Leader 2008

Continuing Education Over 300 hours

## **LOCAL, STATE & NATIONAL TRADE AFFILIATIONS**

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### **Local Associations:**

Hunterdon Somerset Association of Realtors (HSAR)  
Community Builder's Association (CBA)  
Sales & Marketing Council (CBA)

### **State Associations:**

New Jersey Association of Realtor (NJAR)  
New Jersey Builders Association (NJBA)

### **National Associations:**

National Association of Realtors (NAR)  
National Association of Home Builders (NAHB)  
National Sale & Marketing Council (NSMC)  
Institute for Luxury Home Marketing (CLHM)

### **Committees:**

NJBA Legislative Committee 2011  
NCJAR Board of Trustees 2003 - 2005  
NCJAR PAC committee member 2001- 2002  
NCJAR PAC Chairperson 2003- 2005  
NCJAR Legislative committee member 2001-2004  
GRI Instructor 1995 – 1996  
NJBA Board of Trustees 2006  
CSP Instructor 1995 - 2004  
CBA PAC Board of Trustees 1993 – Present  
NAHB/NSMC Publications Committee 2002 –2004  
NAHB/NSMC Publications Committee Chairperson 2003  
NAHB/NSMC Membership / Local Council Committee 2002

NJBA PR Committee 2000 – 2004  
NJBA Sales & Marketing Committee 1993-96, 2002  
NJBA Associate Committee 1993 – 1999  
NJBA PAC Auction Committee 2000 - 2006  
Musconetcong Watershed 1998 - 2001  
Membership Committee Somerset County Board of Realtors (SCBR) 1994  
Chairperson and Instructor SCBR Orientation Committee 1994 -1996  
Committee (SCBR) 1993  
Associate Vice President CBA 1993 & 1994  
CBA Tradeshow Chairperson 1998, 2001  
CBA PAC Auction Chairperson 1996 & 1999  
Chair Person CBA Sales & Marketing Council 1994, 2002

Visionary & Strategic Planning

## **AWARDS**

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NSMC National Membership Recruitment Certificate of Achievement 2001  
CBA Membership Recruitment Award 2000  
CBA Associate Appreciation Award 2000, 2001  
CBA Sales Director of the Year 1998  
CBA Special Achievement in New Home Sale 1997  
CBA Kathy Hughes Memorial Award, 1995  
CBA Million Dollar Sales Club 1993-2001  
NJBA Million Dollar Sales Club 1995 - 2001  
NJBA Chairman's Award PR Committee 2001  
NJBA Associate Hall of Fame 2002  
NJAR Million Dollar Sales Club 1992 – 95, 1997 – 2002  
NJAR Distinguished Sales Club  
Weichert Ambassador Club 1999 – 2001  
Weichert Realtors Marketing Club, 1996  
Weichert Realtors Sales & Marketing Club, 1997- 2001  
Coldwell Banker Million-Dollar Club, 1989-1991  
Coldwell Banker Multi-Million Dollar Club, 1992  
Coldwell Banker Presidents Circle, 1993  
Coldwell Banker New Homes Special Achievement Award 1992 &1993