



**Caroline Simmel**

*Senior Vice President of Marketing*

Caroline serves as Senior Vice President of Marketing for Edward Andrews Homes, where she uses her broad residential real estate marketing experience to develop and execute a communications strategy that supports consistent business growth and enhances brand equity.

Working directly with the principals, Caroline leads all marketing functions to achieve corporate objectives while ensuring the Edward Andrews brand voice is articulated through all levels of communication.

As an experienced real estate strategist, Caroline focuses on target market demographics, product planning and price positioning, competitive profiling, and promotional efforts for both current and future Edward Andrews communities. In addition, she works with investor group analytics teams during the project feasibility phase of land and lot acquisition to quantify strategic growth options for future communities across Georgia's footprint.

Prior to joining Edward Andrews Homes, Caroline consulted on lot sales at PEC Development Group, forming a unique platform designed to efficiently create, execute and manage builder programs. Before that, she developed the land acquisition division at Jenny Pruitt & Associates, a division of Berkshire Hathaway.

Caroline earned her Bachelor of Science at the University of Florida.

