

Scott Kucirek Biography



Scott has a proven record of leading teams to achieve results, as well as identifying and expanding new markets and streamlining and creating more efficient real estate processes through technology best practices.

Since August of 2008, Scott Kucirek has lead the effort by the California Association of Realtors to create a statewide MLS (known as calREDD™). Scott is responsible for creating and implementing the business and operations plan as outlined by the strategic vision provided by the C.A.R. Directors and CALMLS Board of Directors. To date calREDD™ has launched a next generation MLS system with 6 associations serving 2,500 members and is in the process of bringing another 7 associations signed on to the system by mid-year.

As the General Manager of Prudential California and Nevada Realty from January 2006 to March 2008, Scott oversaw the operations of 2100 real estate agents in 47 offices that completed \$8.0 billion in real estate sales, generating \$60 million in revenue. Scott directed the daily operations of the sales force and worked with the executive team to plan and implement strategies to increase the agent force, improve customer service levels and boost profitability of the individual branches. He also managed the recruiting, training and marketing departments and guided these teams to insure they supported the key initiatives of the company.

Prior to working at Prudential, Scott was co-founder of ZipRealty. During his 7 years with the company Scott served as the President, Chief Personnel Officer and Executive Vice President of New Market Development. Significant accomplishments included growing the company from 2 people to over 200 people in the first two years of operations, raising \$35 million in venture capital in four rounds of financing, building the human resource, recruiting and training departments resulting in its agent force expanding in eighteen months from 40 to 240 agents, and opening 3 new markets in 2005 ahead of schedule and 50% below budget. Scott also served on the Board of Directors for seven years, guiding the company through 6 rounds of financing and an IPO.

From 1988 to 1997 Scott served as a Naval Officer and Aviator. Scott led a crew of 4 officers and 30 crewmen on over 100 missions without mishap. In addition, he supervised 200 maintenance personnel working on \$500 million in equipment. Scott spent his final three years of service heading a 300-person sales force which recruited over 5,000 people to join the Navy.

Scott is a recognized leader in the real estate industry and was selected by REALTOR® magazine as one of “25 Most Influential People in Real Estate.” as well as named as one

of the 100 “Most Influential People in Real Estate” by Inman News. Scott is married to his wife of 17 years, Mirjana Kelava and has two daughters, Natalie and Juliet. In his free time Scott participates in triathlons, coaches his daughters’ soccer teams, attends Cal sporting events and listens to opera. Scott holds a Bachelor of Science degree in Bioengineering and a Master of Business Administration from the Haas School of Business at the University of California at Berkeley.