



Jeffrey Lucas Director of Business Development

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Jeffrey Lucas is the Director of Business Development for Rose Commercial Real Estate. He offers his many years of experience in both the private and public sectors.

Jeffrey grew up in Southern New Jersey, attending Haddonfield High School and Rutgers College. After graduating from college, Jeff started his business career in Cherry Hill with Rosenfeld Inc., a commercial and industrial Real Estate brokerage firm. In 1981 he became the managing partner and in 1986 moved Rosenfeld to Moorestown New Jersey, where the firm grew to become the largest in Southern New Jersey with twenty-four active sales agents.

After selling his interest in Rosenfeld, he served as Director of Economic Development for Cherry Hill Township from 1994 until 1999. During this time he led a revitalization program that brought over \$250 million in commercial development with many new businesses, both small and large to Cherry Hill. Jeff worked closely with Camden City agencies and neighborhood leaders to successfully coordinate jobs for city residents with Cherry Hill employers. Jeff was an active member of the Executive Board of the Camden County WIB (Workforce Investment Board) for 8 years.

For the past ten years, Jeff has focused on the redevelopment of the Route 130 Corridor in Burlington County. This includes the new Willingboro Town Center, anchored by a new township library, a branch of the Burlington County Community College and 1,200 new jobs within the new Merck Medco fulfillment center.

Jeff also has extensive expertise in the sale and place of liquor licenses for both retail store and restaurants in New Jersey.

Affiliations:

- Jeff has been active in the sale of vacant land for new development of retail, hotel, office, industrial and residential projects. Those sales totaled sold over \$40,000,000 millions dollars of land that all settled in 2016.
- Jeff has worked with several South Jersey townships in the sale of property for towns and to towns, and has also worked with private developers and municipalities to fulfill their affordable housing obligations.