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# colorado biz

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PEOPLEISSUE STATEWIDE



# LEGACY

COLORADO BUSINESS HALL OF  
FAMERS EXEMPLIFY PASSION FOR  
ENTERPRISE AND COMMUNITY PAGE 20

[ALSO]

**FAITH IN NUKES**  
SOUTHWEST COLORADO  
COMMUNITY PINS HOPES ON  
URANIUM MINING  
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**INVENTING  
THE FUTURE**  
DAVINCI INSTITUTE SHOWCASE  
CELEBRATES INNOVATION  
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**GET YOUR GADGET ON:**

CAMERA GOGGLES, MASSAGE  
ROBOTS AND MORE

page 52

**PETER HURLEY, 49**

SENIOR MANAGER,  
 CORPORATE STRATEGIC  
 FEDERAL TAX SERVICES, DENVER  
 OFFICE OF GRANT THORNTON LLP

**What he does:** Regarded as an expert in the field of transaction cost analysis, Hurley specializes in tax-consulting services for companies involved in mergers and acquisi-



**KEVIN LEWIS, 28**

SALES MANAGER, COLORADO  
 REGION, SPORTS SHARES LLC,  
 GREENWOOD VILLAGE

**What he does:** For Sports Shares, Lewis sold fractional shares of luxury sports suites. In his three years there he was the top sales producer each year and helped build the company from concept stage



**STEPHANIE IANNONE, 39**

OWNER OF HOUSING  
 HELPERS OF COLORADO LLC  
 AND HOUSING HELPERS  
 OF BOULDER LLC

**What she does:** "We do corporate housing, real estate, buying and selling, and relocation services for companies." Housing Helpers of Boulder is a real estate company, while Housing Helpers of Colorado is a relocation company. Iannone owns both. In 2009 her sales volume on real estate transactions totaled \$22 million, and her companies' combined revenues were \$4 million.

**Impact of the recession:** "When you're in this type of environment people actually need better services more than

ever. In the sea of all the online information, people really crave having that expert, that person who knows the market who can walk them through it, hold their hand and help them find something that's as important as their housing. Our company has grown every year through this recession."

**Sales philosophy:** "I go to sales seminars all the time where people are very focused on 'you have to call so many people' and doing these numerical equations where you have to get so many leads and call so many people. For me it's really just about taking the clients you have and focusing on what is it they need and being able to deliver that, really caring that they're getting the best service possible, asking for referrals and really letting the word of mouth spread about how effective you are and what you do."

revenue last year. Late in development/sales role with begin there on December 27. people fall into is, they're of time thinking of what ly listening to what the of the pain points that essen- ble are saying and then do integrity and follow through ately you build a relationship what's best for them." on the board of Denver profit group of about 70 . Lewis was the top fund- ,000 through his business

SERS, RED BOOK

tions with multiple units – to . Clients include McDonald's, ork with clients to help make create the means for the man- ons believe in."

ok Solutions' top sales rep is Aramark and Whole Foods. this of McGurk: "Exceedingly d dissecting complex business ough existing managers."

ly needed to run lean and years. They realize their stan- ed to be clearly outlined. So e to deliver that mechanism

a good salesperson and a bet- esperson is their ability to ask ions and actually listen to what clients are telling them. If you understand your clients and

their goals you can't possibly help them buy the right solution."

**Best part of sales:** "I love the chal- lenge. The biggest thing is being able to help different clients understand their business and really help them move their business forward."

