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President & CEO



**Robert E. Snyder**

Robert founded Stonetrust Partners LLC with knowledge and experience gleaned from 19 years in the age qualified housing industry. Thirteen of those years were spent with nationally recognized “senior” housing developers. His responsibilities have included creating and implementing strategic marketing efforts and teaching those who touch the lives of 55 plus adults seeking alternative housing options to understand the mature individuals’ belief systems and values. He has also been instrumental in building effective teams that worked together enabling clients to achieve occupancy and financial targets. The remaining 6 years of his senior housing experience was earned with one of the worlds leading advertising agencies. His understanding of branding, (re)positioning and media tactics was enhanced during this period. His experience encompasses the full continuum of age qualified housing.

He has worked with both for-profit and not-for-profit entities. His marketing expertise includes life care, continuing care, rental and equity based cooperative structures. He is a specialist in marketing strategy as well as in understanding the values of the age qualified housing prospect. This expertise has proven to be invaluable to his clients’ marketing and sales successes.

Robert is a strategic thinker and he knows how to turn concepts into actionable objectives. He is recognized by his peers as having unique abilities which include being intelligent and focused, and he delivers results.

Robert was a catalyst in the development of the ground breaking research – Values Portraits™, which further defined and underscored the need for “values based” approach to both design and communication with the mature prospect. Robert is a contributing author to David Wolfe’s book [Ageless Marketing](#), a recognized primer for those who want to resonate with the mature audience.

He holds a Bachelor of Music Education and a Master of Science in Administration from Indiana University of Bloomington, Indiana.

Something More:

Robert is an avid mineral collector (commonly called a rock hound). As a high school band director in the early 80’s, he sponsored concerts featuring jazz greats such as Thad Jones, Mel Lewis, Buddy Rich, Stan Kenton, Maynard Ferguson, Clark Terry, Mercer Ellington (Duke Ellington Orchestra) and The Count Basie Orchestra – and his bands won many major jazz festivals in the Midwest.