

# JORGE CRUZ

Phoenix, AZ | **PHONE:** (602) 000-0000 | **EMAIL:** jsc1970@anymail.com

**CAREER SUMMARY** Award-winning professional with 15+ years of progressive experience in **property management** and **real estate**. Proven track record at maintaining high occupancy levels by implementing innovative marketing strategies and upgrading property amenities and security – all while effectively managing the operations of a large apartment complex.

- AWARDS & CAREER HIGHLIGHTS**
- Implementations helped increase complex property value by 28% from 2007-2010 alone
  - Served as HOA President, The Foothills Gated Community, Phoenix, AZ, 2005-2010
  - National Property Management Association, *member*
  - Beazer Homes - one of the top 10 selling agents in Phoenix, AZ area: 2003, 2004, 2005
  - Received RE/MAX Executive Club Award two years in a row: 2004, 2005
  - Received various American Associates Real Estate company awards: 1997-2002

- PROFESSIONAL EXPERIENCE**
- PROPERTY MANAGEMENT**
- Manage daily operations of a plush, upscale 416-unit apartment complex, including supervising, training, and evaluating a 13-member leasing and maintenance staff
  - Oversee all resident issues, unit inspections, property upgrades/maintenance, vendor relations, and procurement of equipment
  - Evaluate prospective residents, conducting credit checks and executing lease agreements
- ACCOMPLISHMENTS:**
- Helped overhaul property's marketing campaign, resulting in 94% occupancy
  - Implemented effective procedures to promptly resolve resident issues and emergencies
  - Assisted the District Manager in assembling a detailed and effective property portfolio
- REAL ESTATE SALES**
- Specialized in corporate relocations; managed daily office sales and finance operations
  - Responsibilities included making offers, closing deals, initiating resale activity, and negotiating contracts for corporate clients
- ACCOMPLISHMENTS:**
- Negotiated up to \$26 million annually in final sale prices with buyers
  - Reduced turnover rates as much as 22% among real estate agents from 2003 – 2005 by developing innovative training methods
  - Helped expand company's market to include new home sales and property management

**EMPLOYMENT HISTORY**

**LEASING MANAGER** | SOUTHWEST VILLAGE APARTMENTS | PHOENIX, AZ | 2006-PRESENT  
**SENIOR LEASING CONSULTANT** | LA COSTA APARTMENTS | MESA, AZ | 2004-2006  
**REAL ESTATE BROKER/AGENT** | RE/MAX | PHOENIX, AZ | 2003-2005  
**ASSOCIATE BROKER** | AMERICAN ASSOCIATES REAL ESTATE | TEMPE, AZ | 1995-2003

- EDUCATION & TRAINING**
- ARIZONA SCHOOL OF REAL ESTATE & BUSINESS** | SCOTTSDALE, AZ
- Residential Property Management, 2002
  - Commercial Real Estate Training, 2002
  - Arizona Real Estate Broker License: 2001, 2009 – State License #000000

**CERTIFIED COS, CSR, EPRO, GRI, ABRM, AND CRE**

**CORE COMPETENCIES** HUD Regulations, Crisis Management, Budget Management, Training/Supervising Staff, Fluent in Spanish/English, MS Office Suite, Windows 8, AppFolio, Rent Roll, QuickBooks, Jenark, ONESite, Real Pages; Interpersonal/Communication, Leadership, and Customer Service Skills