

Jim Resha

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Chief Operations Officer

Trusted Advisor • Determined Leadership • Revenue Growth • Continuous Improvement

EXECUTIVE SUMMARY

CORE COMPETENCIES

- Strategic Thinking
- Commercial Real Estate
- Financial Analysis
- Underwriting & Financial Modeling
- Leadership
- Portfolio Management
- People

Analytical, decisive, and results-oriented Chief Operations Officer with extensive leadership experience spanning Commercial Real Estate (CRE), technology, finance, and sports and entertainment industries. Proficient in business development, training and development, risk management, budgeting and forecasting, and project management.

Develop strategic plans to yield positive bottom-line impact and drive organizational goals

Committed to building, training, and developing cross-functional teams recognized for attaining assigned targets and delivering first-class services for clients. Build and nurture strong, long-term relationships. Self-starter with high ethical standards and excellent problem-solving, presentation, decision-making, and communication skills.

PROFESSIONAL EXPERIENCE

SPERRY COMMERCIAL GLOBAL AFFILIATES

Irvine, CA

Commercial real estate services company that operates a network of real estate brokerage affiliates offering strategic and customized sales, leasing, and management services to customers worldwide.

SENIOR VICE PRESIDENT

2014 – Present

Develop and execute annual strategic business plans for assigned portfolio of assets. Represent investors in sale and purchasing meetings while meeting and exceeding clients' requirements. Cultivate relationships with property vendors, lenders, brokers, and joint venture partners. Deliver staff training sessions to increase productivity and efficacy. Offer portfolio analysis for clients to develop portfolio growth strategies and achieve desired outcomes.

- Successfully marketed and closed sale of highly complicated \$42.5 million retail center.
- Awarded "Largest Transaction" and earned the #3 top sales spot, earning recognition as a top-producing broker.
- Regarded as a trusted advisor and respected consultant by building long-term professional relationships and providing practical, tangible tools to assess real estate investments.
- Achieved stabilized, fully leased real estate portfolio by serving as prominent family's real estate advisor.
- Recognized by peers as industry expert by teaching CRE classes, training agents, serving as facilitator for national Sperry Commercial Training Team, and leading Office/Industrial Specialty Group.

INTEGRITY REAL ESTATE & INVESTMENT GROUP

Yorba Linda, CA

Boutique real estate brokerage company with both residential and commercial divisions.

CHIEF EXECUTIVE OFFICER

2004 – Present

Lead all administrative and operational functions. Provide non-brokerage consulting services for clients.

- Assisted New York City developer in raising \$7 million in equity for two development projects.
- Directed successful economic development of City of Yorba Linda's Town Center property.
- Selected to serve as Chairman of Bond Oversight Committee for Placentia Yorba Linda Unified School District.
- Attained Certified Commercial Investment Member (CCIM) designation, demonstrating use and competency of all CCIM curriculum through complete financial analysis of \$50 million loan completed at Evangelical Christian Credit Union (ECCU).

THE MASSIMO GROUP

Cary, NC

Organization offering coaching services to individuals and teams in the CRE business.

COMMERCIAL REAL ESTATE COACH

2016 – Present

- 200% increase in client transaction volume realized by educating and training individual agents and teams to be more effective and efficient in building CRE practices.
- Earned banner years of production for numerous clients through development of highly effective CRE strategies.

AWARD COMMERCIAL

Anaheim, CA

One of the largest Century 21 residential franchises in the world with 18 offices throughout Southern California.

EXECUTIVE DIRECTOR

2010 – 2014

Built and managed firm's commercial division.

- Achieved #5 "Commercial Office Worldwide" and # 3 "Commercial Agent Worldwide" awards through increased sales volume and transactions.

PREVIOUS EXPERIENCE

EVANGELICAL CHRISTIAN CREDIT UNION

Brea, CA

Credit union with assets totaling more than \$580 million and over 14,000 members nationwide.

BUSINESS DEVELOPMENT OFFICER

- Ranked #1 Loan Officer with over \$600 million in real estate loans funded in under five years.

P-R PROPERTIES

Anaheim, CA

Small boutique CRE brokerage and property management company.

CHIEF EXECUTIVE OFFICER

- Formed company and developed all business systems and processes required for CRE brokerage operation.
- Managed industrial park development project involving over 400,000 square feet of building space.

PROMISE KEEPERS

Denver, CO

National evangelical Christian parachurch organization for men.

EXECUTIVE DIRECTOR OF CONFERENCES

- Led successful planning and execution of Million Man March at the National Mall of Washington, D.C.

EDUCATION & CERTIFICATION

Master of Business Administration (MBA)

University of Southern California

Bachelor of Science in Business Administration

University of La Verne

CERTIFICATIONS

CCIM Designation, California Real Estate Broker's License, and California Real Estate License

PROFESSIONAL AFFILIATIONS

Active Member of CCIM, NAIOP Commercial Real Estate Development Association, and International Council of Shopping Centers