

# J. Reed

## **REAL ESTATE BROKER / REAL ESTATE INSTRUCTOR - RE101, P. C**

Tuscaloosa, AL 35404

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## Professional Summary

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Current & Former Real Estate Licenses: Alabama, California, Florida, Georgia, Louisiana, & Mississippi. Once mortgage licenses in over 40 states. Currently, I own and operate my own independent brokerage, and an instructor, coach, trainer, and presenter thru my own independent real estate academy.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### **Real Estate Instructor**

RE101 Academy-Tuscaloosa, AL

June 2022 to Present

I am the Founder, Owner, Instructor, and Chancellor of a full-service licensed real estate academy for the following:

- Pre License
- Post License
- Salesperson & Broker
- CE
- Coaching
- Training

### **REAL ESTATE BROKER**

RE101, P. C-Tuscaloosa, AL

September 2017 to Present

Founder, Realtor, Trainer, Coach & Broker of a new real estate brand - residential & commercial real estate brokerage.

### **REAL ESTATE / NEW HOME SALES**

D. R. Horton, Inc-Tuscaloosa, AL

March 2015 to September 2017

A tour guide, Greet and qualify visitors

Demonstrate models/homes/homesites

Overcome sales objections; close for the sale

Document the transaction

Track progress of loan, options and construction

Respond to customer requests for information

Document any cancellations

Maintenance of all lot files/sales files

Monitor models and sales office for appropriate disclosures, supplies, repairs, etc.

Conduct all business in a professional & ethical manner to serve potential buyers and increase the goodwill and profit of the company

### **FACILITATOR / TOUR GUIDE**

Mercedes Benz International-Tuscaloosa, AL

December 2014 to August 2015

I give guided, informative

tours thru the four shops (Body, Paint, Assembly 1, and Assembly 2); highlighting the processes and production of five Mercedes Benz

(MBUSI) model classes to MBUSI sister company team members (MBUSA): R-Class, GL-Class, C-Class, ML-Class, and the GL-Class.

### **CONSULTANT & TRAINER**

Reed, LLC-Huntsville, AL

February 2007 to December 2014

Alabama Residential Properties (Birmingham, AL), Wellington Homes (Starkville, MS), Financial Social Services (Private, Non-Profit, Tuscaloosa, AL), Wells-Hott (REIT, Sacramento, CA)

\*AND THE FOLLOWING POSITION AND COMPANIES/POSITIONS:

### **MORTGAGE SALES CONSULTANT**

PHH Mortgage, Inc-Sacramento, CA

May 2012 to April 2013

- Originated real estate mortgages
- Reviewed, analyzed and prepared various real estate financing transactions;
- Evaluated and analyzed documents in preparation for loan underwriting;
- Performed property research; coordinated and act as liaison for various partners
- Negotiated and performed acquisition strategy planning.

### **MORTGAGE BANKER**

ORIGINATOR-Birmingham, AL

January 2011 to December 2011

- Originated real estate mortgages
- Reviewed, analyzed and prepared various real estate financing transactions;
- Evaluated and analyzed documents in preparation for loan underwriting
- Performed property research; coordinated and acted as liaison for various partners - Prepared multiple

### **R.E. INVESTMENT SPECIALIST**

RE/MAX Realtors-Sacramento, CA

February 1988 to January 2007

RE/MAX Realtors

Real Estate Sales (sold & closed over \$75 Million):

- 2003 & 2004 Masters Club (\$5M+ in sales per yr.)

- 2002 Executive Club (\$4M+ in sales per yr.)
- 2000 & 2001 President's (\$3M+ in sales per yr.)
- Brokered negotiations, dispositions, liquidations, and acquisitions
- Represented Investors, buyer, sellers, lenders, and developers
- Consulted 1031-Tax Deferred Exchanges
- Asset Management, Finance/Loans, REITs
- Commercial Office, Residential Income, Retail & Business Opportunity (Small Business)
- Residential homes, condos, PUDs, and Co-Ops.
- TEAM REED: Team Leader of 5 jr. agents; conducted workshops and training of sales, financing and "Customer Service"

Asset Management w/same company: managed a \$60M portfolio of approx. 220 residential & multi-family dwellings.

Duties included, but were not limited to: cost analysis, inspections, restorations, rehabilitations, budgeting, rent-ups, owner's reports, and financial statements. I was the primary liaison for tenant relations, owners and vendors. Top Producer Achievement Awards

(company's average/mo is 8). 1998, 15 rented (July) - 10 average; 1999: 13 rented (April); 16 rented (May); 100% Club - 10 average

### **LEASE QA / AUDITOR/ABTRACTOR - Team Leader**

The Lyle Co-Sacramento, CA

January 2006 to July 2006

Special Temporary Assignment Project" - AT&T purchase of Cingular. Recruited and hired as a "Team Lead" to supervise a team of abstractors. Abstracted, audited, and QA'd 28,000 communications tower sites real estate leases, executed countrywide. Worked on payments discrepancies & WCP (Wireless Capital Partners) teams

### **COMMUNICATIONS ENGINEER**

United State Air Force

February 1982 to August 1988

Maintained and Installed aircraft communication systems throughout the US & Europe. Lead and supervised a mobile team of seven.

## **Education**

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### **BS in Commerce & Business**

University of Alabama (Distant Learner/online) - Tuscaloosa, AL

May 2018 to Present

### **AS in Real Estate/Business**

Sacramento City College - Sacramento, CA

2008

### **Certificate in Real Estate**

Graduate Realtor Institute

2003

### **Certificate in Real Estate**

American River College - Sacramento, CA

1991

## **Certification in Communications Engineering**

Air University

1988

## **Skills**

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- Yardi
- Leadership
- Budgeting
- FINANCE (10+ years)
- Time management
- TRAINING (10+ years)
- Powerpoint
- Communication skills
- Word
- OneSite
- LOAN ORIGINATION
- Supervising experience
- Business development
- Property Management
- CRM
- QA (10+ years)
- Microsoft Office
- Business Development
- Customer Service
- Sales
- Customer service
- LIHTC
- Financial analysis
- Marketing
- Organizational skills
- Portfolio Management
- Negotiation
- Outlook
- Team management
- REAL ESTATE (10+ years)
- Microsoft Powerpoint

## Military Service

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**Branch: US Air Force**

Service Country: United States

Rank: Sgt. E4

February 1982 to August 1987

Communications Engineer

## Certifications and Licenses

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**Broker, CEO & Realtor**

Present

**GRI - Graduate Realtor Institute**

Present

**MLO - Mortgage Loan Originator**

**California Realtor**

**Certified Apartment Manager**

**Driver's License**

**Teaching Certification**

**Real Estate Consultant, Trainer & Coach**

## Additional Information

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**SKILLS/EXPERIENCE**

Residential, Commercial & Income/Investment Properties Lease Abstractor & QA (Telecom. Land & Tower Leases)

Real Estate finance, sales, & mgmt. Taxation (1041), Estate, & Investment Planning

Loan Modification Counselor & Loss Mitigation Training, Consulting, & Coaching

Facilitator (both, HR & Facilities) Strategic Planning, Marketing & Advertisement

Tax Credits (LIHTC), LIHCR & LIHCH

Various LOS (Loan Origination Software)

Management (Asset, Property, & Facility) IBM & Apple/Mac Literacy