

GEORGE GOLDSTEIN

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--REAL ESTATE CONSULTANT--

QUALIFICATIONS PROFILE

Seasoned and results-oriented professional with expertise in establishing and developing companies and brands at the global level within various fields, including investment properties, real estate economics, and hospitality. Demonstrate excellent skills in building and enhancing business performance with emphasis on people, teamwork, customer satisfaction, business development, operational excellence, financial performance, cost reduction, and profitability improvement. Exemplify leadership abilities and vision through delivery of big ideas for consumers and top-tier investors in hospitality, infrastructure, and green construction housing and renewable solar, as well as intellectual properties in entertainment, sports, nutrition, and social media. Display commitment to achieving goals and objectives according to specified processes, while continuously driving initiatives to boost efficiency and optimize productivity.

CORE COMPETENCIES

Sales Cycle and Wealth Management
Retail and Wholesale Operations Oversight
Buying, Purchasing, and Merchandising
Investment Capital Management

Customer Satisfaction and Relations
Residential Income Market Penetration
Leadership and Cross-functional Collaboration
Strategic Planning and Implementation

PROFESSIONAL EXPERIENCE

WMG/SIRID, MALIBU, CA

Founder | Chief Executive Officer

Feb 2009–Present

- Establish a brokerage firm from the ground up and work independently as investment broker for Westside Estate Agency in addition to existing and previous clients' reinvestments based on 1031 Exchange
- Provide oversight to the Wealth Management Group responsible for real property with projects valued at more than \$12B and intellectual property of over \$100B

Notable Accomplishments:

- ✓ Played a key role as author of two white papers for the following purpose:
 - Employment and training of returning veterans from Iraq on solar installations and other retrofitting, which were currently being utilized by the White House
 - Cornerstone of energy efficient mortgage program, creating \$10 of equity for every \$1 that a residence reduced on their base line operating expenses
- ✓ Earned recognition as the first Green broker in Los Angeles County
- ✓ Led the company in starting the beta testing short-term rentals as bulk sales in 2015, which significantly brought more than 20% market value of real property

EARLIER CAREER WITH ACCOMPLISHMENTS

KELLER WILLIAMS REAL ESTATE, BEVERLY HILLS, CA

Managing Director

- ✓ Succeeded in securing additional investor condominium market in Las Vegas, Phoenix, and Scottsdale, as well as various locations in Florida with sale of over 425 units in addition to the growth of residential market, thus earning the #1 agent in KV Corp in 2007

DBL REALTY (ACQUIRED BY SOTHEBY'S), SANTA MONICA, CA

Managing Director of Income and Investment

- ✓ Formed and managed the Wealth Management Group with focus on residential income market that expanded WMG into 19 locations of DBL, along with daily sale of an apartment building for a year, growth of affiliates in all offices, and recognition as #1 in sales in Los Angeles County from 2003 to 2004

PRUDENTIAL REAL ESTATE, GREATER LOS ANGELES, CA

Director of Income and Investment

- ✓ Demonstrated excellent performance and professionalism, thus achieving #1 new agent in the first year of employment and #3 out of 1300 agents in productivity

MULTIPLES/UNITS (CREATED BY SANDRA GARRATT AND PACKAGED BY RON JOHNSON-APPLE STORE), DALLAS, TX

Vice President of Worldwide Sales

- ✓ Developed and implemented the first planograms/POS system to sell model stocks that increased sales from \$15M to \$150M million
- ✓ Identified consumer trends and proactively took part in product development, branding, and sale to more than 2500 locations within 32 months at a volume of \$250M per year and 60% profit margin for \$1K per sq. ft. in retail sale

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CAMP BEVERLY HILLS, BEVERLY HILLS, CA

Vice President of Worldwide Sales

- ✓ Made it possible for the company to expand its one-store operation into a wholesale shop in 500 locations, including Western Europe, Canada, and Australia, as well as a licensing agreement with Isetan and Takashimaya in Japan and 1000 locations nationally that brought sales of \$175M on a yearly basis, thereby establishing a reputation as best new vendor with corporate buys by the Federated/AMC/BAT

FRED SEGAL, MELROSE/MALIBU, CA

Buyer | General Merchandise Manager

- ✓ Gained promotion from buyer to general merchandise manager following 18 months of employment by creating a new shopping experience, including the first running store, active sportswear

EDUCATION

Bachelor of Arts in Communications and Advertising, UNIVERSITY OF CALIFORNIA-LOS ANGELES, LOS ANGELES, CA

Internship, KROQ-FM | KMET-FM | KGIL-FM

PROFESSIONAL DEVELOPMENT

License:

Mortgage Individuals (Loan Officers/Mortgage Brokers), Nationwide Multistate Licensing System & Registry (NMLS)

Certification:

Citizen Emergency Response Team (CERT) Certification, FEMA/Homeland Security

Credential ID Volunteer Deputy Sheriff, LA County Sheriff Office

LEED Accredited Professional, Leeds Building Society

Certified First Responder/Emergency/Advance Emergency Medical Technician, FEMA

Training:

Chartered Institute of Procurement & Supply (CIPS) Training | NAR Green Training

Department of Energy Training | National Renewable Energy Laboratory (NREL)

United States Environmental Protection Agency Training

AWARD

Prudential Chairman's Circle

PROFESSIONAL AFFILIATIONS

National Association of Realtors (NAR) | NAR Green | Malibu Association of Realtors (MAR)

ACTIVITIES

Elected Member/Vice President, Department of Commerce International Trade Committee

Environmental Committee Member, Malibu Chamber of Commerce

Team Member/Leader, Citizen Emergency Response Team (CERT), FEMA Homeland Security

Member, Disaster and Humanitarian Relief, National Safety Council, EMR

Participant, White Paper Work Program in Renewable Energy for Returning Veterans, US Armed Forces

White Paper Author, Alliance for Affordable Energy

Participant, MAR-Conservation Hero Program

PROJECTS HANDLED

Pure Solution CBD Oil: Nov 2011-Dec 2015

Role: Founder/Owner

Objective: Development of high potency oil without THC with board members, namely UCLA, Prudential Insurance, Amgen, and St. John executives, which was utilized for autism and MS at John Hopkins and Cleveland clinics

Comix Top Hits: Oct 1992-Dec 1995

Role: Founder/Inventor

Objective: Development of a publishing tower that held 40 SKU with one display unit and balance sealed in recognition to the wasted linear space in sales display of publications and waste of customers thumbing through the stock, thus making it un salable