

Adam P. Von Romer

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EXECUTIVE SUMMARY

In 37 years, have listed, sold, leased or supervised over \$2.0 Billion in transactions with an annual personal production of between \$60-\$100 million in sales and leasing, throughout eastern United States.

Have personally trained and/or mentored hundreds of associates and junior agents and most recently completed a “Getting Started in Commercial Real Estate” workshop for the Realtors Association of Greater Fort Lauderdale.

PROFESSIONAL EXPERIENCE

Axis Realty Advisors – Fort Lauderdale, FL

January 2019 – Present

Broker owner of Axis which was a full-service commercial investment sales and leasing firm focusing on industrial, office and medical office properties in the South Florida market. Duties included the sales, leasing, marketing and promotion of commercial investment real estate.

CENTURY 21 KORES

OCTOBER 2015-January 2019

Operated as a Sales Manager and Senior Investment Associate specializing in the sale of investment real estate throughout the South Florida market with a focus on Industrial Investments.

SALES – HELPED ESTABLISH CENTURY 21 as a viable investment real estate sales firm in South Florida.

- Prospected for new clients on a daily basis via personal contacts and cold calls.
- Instituted a geographic “farming” program for new agents.
- Aided in the interviewing and hiring process of new agents.
- Taught classes for new agents including such topics as underwriting and prospecting.

Mentoring – Directing and supervising the daily activities of junior agents.

- Taught new agents prospecting techniques including cold calling and “secret weapon” letters.
- Conducted needs analysis meetings with new agents and clients.
- Supervised reconstruction of operating statements.
- Produced listing proposals for new agents and new clients.
- Created property specific marketing programs with junior agents.

Marketing – Promoting individual and packages of investment real estate for sale.

- Created individual brochures, flyers and postcards for each offering.
- Personally, showed property to interested parties and provided offering memoranda.
- Produced a marketing program and checklist to be used in the marketing process.
- Placed advertisements in numerous publications.
- Promoted properties on the Internet on numerous sites.

Transaction Management – Managed the sales process from listing to closing.

- Solicited purchase and sales agreements from interested parties.
- Produced purchase and sales agreements in concert with Seller’s counsel.
- Provided due diligence support often gathering and assembling the package.
- Reviewed purchase and sales agreements, mortgage applications and other documents.
- Created a chronology letter for each transaction and monitored details and performance.

FITZGERALD GROUP

APRIL 2014-OCTOBER 2015

Operated as a Senior Investment Associate specializing in the sale of investment real estate throughout the South Florida market with a focus on Industrial Investments.

- Prospected for new clients on a daily basis via personal contacts and cold calls.
- Conducted needs analysis meetings with new agents and clients.
- Produced listing proposals for new agents and new clients

- Placed advertisements in numerous publications.
- Promoted properties on the Internet on numerous sites.

COMMERCIAL CAPITAL ADVISORS, LLC

FEBRUARY 2013-APRIL 2014

Operated my own commercial investment real estate company, listing, marketing, leasing and selling commercial real estate.

- Prospected for new clients on a daily basis via personal contacts and cold calls.
- Conducted needs analysis meetings with new agents and clients.
- Produced listing proposals for new agents and new clients
- Placed advertisements in numerous publications.
- Promoted properties on the Internet on numerous sites.

Capital Commercial Real Estate Group, Inc.

February 2011-April 2014

Operated as a Sales Manager and Senior Investment Associate specializing in the sale of investment real estate throughout the South Florida market with a focus on Industrial Investments.

Sales – Helped establish CCREGI as a viable investment real estate sales firm in South Florida.

- Prospected for new clients on a daily basis via personal contacts and cold calls.
- Instituted a geographic “farming” program for new agents.
- Aided in the interviewing and hiring process of new agents.
- Taught classes for new agents including such topics as underwriting and prospecting.

Mentoring – Directing and supervising the daily activities of junior agents.

- Taught new agents prospecting techniques including cold calling and “secret weapon” letters.
- Conducted needs analysis meetings with new agents and clients.
- Supervised reconstruction of operating statements.
- Produced listing proposals for new agents and new clients.
- Created property specific marketing programs with junior agents.

Marketing – Promoting individual and packages of investment real estate for sale.

- Created individual brochures, flyers and postcards for each offering.
- Personally showed property to interested parties and provided offering memoranda.
- Produced a marketing program and checklist to be used in the marketing process.
- Placed advertisements in numerous publications.
- Promoted properties on the Internet on numerous sites.

Transaction Management – Managed the sales process from listing to closing.

- Solicited purchase and sales agreements from interested parties.
- Produced purchase and sales agreements in concert with Seller’s counsel.
- Provided due diligence support often gathering and assembling the package.
- Reviewed purchase and sales agreements, mortgage applications and other documents.
- Created a chronology letter for each transaction and monitored details and performance.

Commercial Capital Advisors, LLC-Cooper City, FL

April 2010-February 2011

Mr. Von Romer formed Commercial Capital Advisors, LLC with Adam J. Ouellette, Esq. To meet the needs of the burgeoning commercial investment real estate workout and modification market. The reason for the formation is the collapse of the commercial mortgage lending market.

Sales-Creating a team of mortgage loan modification specialists

- Creating the proposal format for use by the team
- Creating all forms and intake documentation for the modification process
- Develop marketing strategies to source leads for the modification service
- Develop and manage the modification process.
- **Present final modification document to client and lender for review and approval.**

NAI Miami – Miami, FL

August 2008 – April 2010

Affiliated with NAI Miami after NAI Miami’s purchase of Investment Real Estate Associates in August 2008. Was an integral part of NAI Miami’s decision to purchase IREA due to my experience, reputation and book of business.

Sales – Established an investment sales team in Dadeland Office

- Edited proposal documents for use by investment sales team.
- Codified an investment sales financial analysis model for team.
- Developed territory and product specialization within team.
- Listed and market a number of investment and user type transactions.
- Developed a codified marketing plan for use by sales team.

Leasing – Provides specialized leasing and Tenant representation service.

- Actively engaged in Tenant Representation services.
- Authored a variety of business related documents including letters of intent.
- Performed Net Present Value and Side by Side lease analysis for clients.
- Actively solicited and negotiated requests for proposals and leases.

Mentored – Directly supervised, coached and managed several agents.

- Instructed new agents in sales and marketing techniques' to enter the sales cycle.
- Attended initial meetings with associates to determine clients' needs.
- Instructed and supervised the reconstruction of financial data for investment sales.
- Taught new agents how to assemble a complete proposal.
- Attended all proposal presentation meetings.
- Conduct post presentation debriefing regarding the outcome.

Marketing – Promoting the sale or leasing of various investment and user property.

- Create marketing materials that accurately reflect the property to be leased or sold.
- Exposed the property on numerous websites and listing services.
- Produced marketing materials, postcards, flyer, brochures and direct mail.
- Personally presented offerings at trade group meetings.
- Created reports and reporting program to clients documenting marketing efforts.

Transaction management – Negotiating Lease and Sale Transactions.

- Constructed letters of intent and purchase and sales contracts.
- Ensured that all documents were properly prepared and executed.
- Collected and assemble due diligence material.
- Created a chronology letter for all parties and monitored details of transaction.
- Reviewed closing statements, loan documents, and final lease agreements for accuracy.

Investment Real Estate Associates (IREA) – Miami, FL

April 2007 – August 2008

Operated as a Senior Investment Associate specializing in the sale of investment real estate throughout the South Florida market with a focus on Industrial Investments.

Sales – Helped establish IREA as a viable investment real estate sales firm in South Florida.

- Prospected for new clients on a daily basis via personal contacts and cold calls.
- Instituted a geographic “farming” program for new agents.
- Aided in the interviewing and hiring process of new agents.
- Taught classes for new agents including such topics as underwriting and prospecting.

Mentoring – Directing and supervising the daily activities of junior agents.

- Taught new agents prospecting techniques including cold calling and “secret weapon” letters.
- Conducted needs analysis meetings with new agents and clients.
- Supervised reconstruction of operating statements.
- Produced listing proposals for new agents and new clients.
- Created property specific marketing programs with junior agents.

Marketing – Promoting individual and packages of investment real estate for sale.

- Created individual brochures, flyers and postcards for each offering.
- Personally showed property to interested parties and provided offering memoranda.
- Produced a marketing program and checklist to be used in the marketing process.
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- Promoted properties on the Internet on numerous sites.

Transaction Management – Managed the sales process from listing to closing.

- Solicited purchase and sales agreements from interested parties.
- Produced purchase and sales agreements in concert with Seller's counsel.

- Provided due diligence support often gathering and assembling the package.
- Reviewed purchase and sales agreements, mortgage applications and other documents.
- Created a chronology letter for each transaction and monitored details and performance.

Axis Realty Advisors – Fort Lauderdale, FL

January 2006 – April 2007

Broker owner of Axis which was a full service commercial investment sales and leasing firm focusing on industrial, office and medical office properties in the South Florida market. Duties included the sales, leasing, marketing and promotion of commercial investment real estate. Duties also included recruiting, hiring, training and supervising commercial investment agents.

NAI Rauch, Weaver, Norfleet, Kurtz & Co. – Fort Lauderdale, FL

March 2001 – January 2006

Sales Manager of investment sales and leasing staff. Started with a sales staff of four and created a staff of forty took the company from number twenty-two in the region to two. Recruited, hired and trained over forty salespeople during tenure. Created and implemented a company training program for use with all new associate. Was personally top revenue earner for several months in investment sales.

EDUCATION

BS Degree, Business Economics, Pennsylvania State University, Erie, PA

PUBLICATIONS

- Numerous articles, Florida Commercial Magazine, 2005 to Present
- Basics of Commercial Leasing, Lorman Education Services 2007
- Commercial Real Estate Finance in Florida, Lorman Education Services 2007
- Fort Lauderdale Industrial Market, Southeast Real Estate Business, March 2006
- Makeover, Florida Realtor Magazine, April 2006
- Seven Pitfalls to Avoid when Purchasing Industrial Property, Development Magazine, NAIOP, March 2006

PROFESSIONAL AFFILIATIONS

- Pennsylvania Association of Realtors, Realtor Associate Committee 1986
- Lancaster County Association of Realtors, Realtor Associate 1983-1989
- Century 21 Brokers Council, 1993-1995
- Miami Association of Realtors, Realtor Associate 1993-1995
- South Broward Association of Realtors, Realtor Associate 1994-1995
- Greater Fort Lauderdale Association of Realtors Presently
- Society of Commercial Realtors, Board of Director Member Presently
- Miami CCIM District, Assistant District Vice President 1997-1998
- National Association of Realtors Presently
- Realtors Commercial Alliance Presently
- National Association of Industrial and Office Properties,
- National Forum Member 1999
- Broward CCIM District President 2002
- Florida CCIM Chapter, Newsletter Chairman, 2002
- Florida CCIM Chapter, Technology Co-Chair 2003
- Commercial Investment Real Estate Brokers Association 2002-2004
- Commercial Investment Real Estate Institute Magazine
- Editorial Review Panel Member 2001-2003
- Licensed Real Estate Instructor 1997-2003