

# Justin Udy

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## EDUCATION

BA Marketing, BA Information Systems & Spanish Minor, Fall 2001 University of Utah, Salt Lake City, Utah

## LANGUAGE

Bilingual English/Spanish (written and verbal)

## PROFESSIONAL EXPERIENCE

Property Preservation LLC, Salt Lake City, Utah  
Partner

Nov. 2008 - Present

- ◆ Direct all marketing and sales strategies for 55 properties owned by bank, corporate, and financial entities.
- ◆ Consult 12 real estate firms nationwide regarding marketing and exit strategies for current real estate portfolio.
- ◆ Identify industry best practices, benchmarking pricing and broker services of 46 brokers nationwide.

Opportunity Incorporated  
Partner

Jan. 2007 – Present

- ◆ Organize and execute all project management and renovation strategies with 106 service providers.
- ◆ Direct all real estate acquisitions and sales including residential, multi-units, developments, and rehab properties.
- ◆ Assist marketing efforts to lend cash reserves for real estate, commission advances, and business ventures.

RCI Realty / Realty Executives  
Estate Agent

May 2005- Present

Real

- ◆ Chosen as Utah's Real Estate Expert by HGTV and appeared on 'Bang for your Buck' (air date Spring 2011).
- ◆ Awarded in 2009 for 'Top Producer', 'Top Listing Agent', and 'Top Selling Agent'.
- ◆ Awarded in 2005 for 'Top Rookie Producer', 'Top Rookie Units Sold', and 'Top Producer' in 06', 07', and 2008.
- ◆ Netted consumers an additional \$1,063,000 through aggressive marketing strategies and sales experience.
- ◆ Located, consulted, and added value to 63 units through property analysis and renovation strategies.
- ◆ Successfully located and packaged 13 property acquisitions resulting in 150 units.
- ◆ Manage and consult 53 full time real estate investors in Mountain West; combined producing over \$5.46 Million in revenue through assertive investment strategies.
- ◆ Provide Technical resolution and detailed market analysis for 42 industry professionals including Trust Officers, Probate Attorneys, CPA's, and Real Estate Asset Management Firms.
- ◆ Perform competitive bench-marking and customer research on multiple real estate products, including residential, multi-units, land, and commercial buildings; including rent rates, lease agreements, and management.

Frontline Financial, Salt Lake City, Utah  
Mortgage Broker

Jan. 2002 – Dec. 2005

- ◆ Formulated sales strategies for customer leads and client referrals.
- ◆ Coached and developed 9 loan officers in loan originating procedures and mortgage operations.
- ◆ Saved consumers over \$8.89 million through conservative financing programs.

## VOLUNTEER WORK

Volunteer, Utah East Africa Foundation  
Directors

Sept. 2006- Jan. 2010

Board of

- ◆ Lead community improvement and volunteer service efforts; resulting in education in AIDS prevention, establish medical infrastructure, relief in community, and the improvement and construction of 5 clinics.
- ◆ Direct and coordinate marketing methods and networking strategies for construction in Sub-Saharan Africa.
- ◆ Assist Chairman with organizational and promotional ideas to raise awareness, capital, and fulfill mission of non-profit foundation.

Volunteer, Utah Juvenile Court System  
Mentor

Sept. 2002- August 2006

- ◆ Plan and organize weekly growth events with Mentee
- ◆ Leverage educational needs and real world tools to create learning experiences
- ◆ Assist in educational and social needs

Volunteer, University of Utah Entrepreneur Challenge  
Marketing Director

Dec. 2000- May 2001

- ◆ Created and implemented new marketing strategy which increased participation by 33% and exceeded current goal by an additional 55%
- ◆ Coordinate and prepare marketing plans and methods of execution for Chairman and program directors.
- ◆ Construct and produce advertising material for distribution among university faculty and students.

Volunteer, Lowell Bennion Community Service Center, Univ. of Utah  
Co-Director, Volunteer Corps

Sept. 2000- Dec. 2001

- ◆ Developed, organized, and lead multiple community project activities for over 130 volunteers.
- ◆ Created promotional material on volunteer opportunities for university students, alumni, and faculty.

Community Volunteer, State of Sinaloa, Baja California, Mexico

Jul. 1996 - Jul. 1998