

ROGER

BLOOM

New York City

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Service Excellence

Property Management Executive

Luxury Communities

Brilliant history of maximizing the value of majestic, service-focused properties. New York luminary respected across all 5 boroughs for expertly operating Class A buildings while completing multimillion-dollar renovations, steering successful lease-ups, and surpassing ambitious profit goals. Fiercely devoted to exceeding the expectations of even the most discerning residents. Vast experience in upgrading high-rise buildings and seamlessly directing dramatic property turnarounds. Known for building, motivating, and leading world-class teams that deliver impeccable service across exquisite rental communities.

Passionate About Transforming Communities & Resident Experiences

Directed Lease-Up of 1,421 Units | Realized Highest Resident Satisfaction Scores in 10+ Years
Renovated Interiors & Amenities of Many Class A Properties | Won Prestigious Industry Awards
Maintained 98% Occupancy | Finished Lease-Up \$12M Ahead of Budget | Led Team of 328 Employees

Core Competencies

- ▶ VIP Resident Satisfaction / Retention
- ▶ Profit / Income Optimization
- ▶ Million-Dollar Contract Negotiation
- ▶ Occupancy Maximization
- ▶ \$35M+ Renovations
- ▶ Best-In-Class Team Building
- ▶ Major Community Turnarounds
- ▶ Amenity / Service Innovation
- ▶ Complex Problem Resolution

Executive Leadership Roles

SUPERB RESIDENCES, New York, NY, 2011 to Present

Leading real estate investment trust (REIT) company with residential assets located throughout all New York boroughs.

Chief Executive Officer

Direct Reports: 48 / Indirect Reports: 280+ / Buildings: 6 / Residential Units: 2,494 / P&L: \$220M

Hired by the Board of Directors to repurpose dilapidated buildings. Leverage wealth of knowledge in Class A operational best practices while leading and motivating cross-functional executive teams to peak performance levels. Ensure seamless property management/maintenance operations of luxury apartment communities in upscale Manhattan neighborhoods. Constantly monitor market conditions, property performance, budget requirements, and goal attainment. Continually identify and capitalize on opportunities to improve profit margins, budgets, income, and resident service. Maximize building occupancies, property values, and concierge services; emphasize unrivaled resident service in every interaction.

THE FLORWOOD

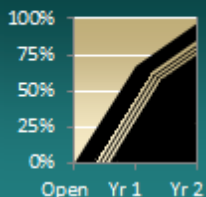
Newly restored commercial building in Gramercy Park repurposed into an opulent apartment community with 1,421 units.

Luxury Features: Sky deck with zero-edge pool, private gardens, fitness center, full-service spa with indoor pool, canine club, billiards lounge, café, clothier, lifestyle concierge, 24-hour door attendant, parking valet, daily shuttle, car park

Quickly completed lease-up of this 1,400+ residential property.



OCCUPANCY



Broke corporate records by achieving 67.3% occupancy within 7 months of opening.

Finished 1st year \$12M ahead of budget and achieved 97.2% occupancy in 2 years.

Surpassed price per square foot (PSF) proforma of \$936.10, reaching \$1,020.22 for leases.

Won prestigious honors, leading the community to be recognized by the National Association of Residential Property Managers (NARPM) and Omega Associates.

Chief Executive Officer | Superb Residences, Continued:

THE OAKLEY

Redeveloped historic/iconic landmark located in the heart of Harlem. Built in art deco style, this apartment community has 829 units.

Luxury Features: State-of-the-art gym, indoor pool, tennis and basketball courts, rock-climbing wall, outdoor running track, rooftop lounge, IMAX theatre, lifestyle concierge, 24-hour door attendant, parking valet, car park

Achieved 98% occupancy for Harlem’s largest luxury apartment complex.



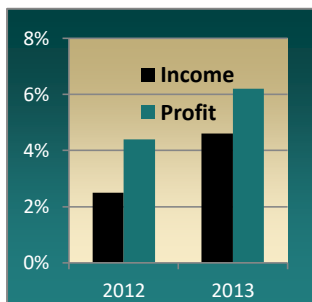
- ▶ Leased 35% of the building within 3 months, renting 290 units during the down/winter season.
- ▶ Maintained the highest foot traffic in the submarket, averaging 40+ qualified tours per week.
- ▶ Optimized community visibility through social media, obtaining 3,500 followers on Facebook and Instagram.
- ▶ Led community to earn recognition as “The Most Exceptional Place to Live” by *The New Yorker*.
- ▶ Successfully evangelized Harlem as a great place to live and work despite crime rate and negative press.
- ▶ Set new standards of excellence in resident service, exceeding the normal expectations of Class A living.

COVINGTON MANOR

Historic Park Avenue office building redesigned to resemble a prewar estate from eras past. With 782 units, this residence is home to many VIPs.

Luxury Features: Top-of-the-line water filtration system for all units, café, lounge, library, gym, rooftop community garden, amphitheater, dog run, multilingual concierge services, 24-hour door attendant, car park

Oversaw \$35M renovation, turning the property into a Class A building.



- ▶ Boosted profits by 4.4% in 2012 and by 6.2% 2013.
- ▶ Achieved highest customer satisfaction scores in 10+ years.
- ▶ Grew net operating income (NOI) by 2.5% in 2012 and by 4.6% in 2013.
- ▶ Positioned community to rank #1 for resident service by NY Homestead.
- ▶ Seamlessly coordinated remodel of 284 units and all building amenities.
- ▶ Reduced vendor costs 36% after renegotiating contracts and improving bid process.

Additional Residential Assets

- ◆ Maintained 97% minimum occupancy rate among stabilized assets, driving a 4% improvement.
- ◆ Repositioned residential portfolio for success by designing smart policies and hiring/training top-tier talent.
- ◆ Maximized income by enhancing the parking program, performing pet audits, and enforcing late fees.
- ◆ Cut 3.4% in combined property expenses in 2014 without diminishing the quality of service.
- ◆ Drove substantial rent growth and increased competitiveness in upscale submarkets by introducing hardwood floor program and renovating amenity spaces within luxury communities.

SPLENDID RESIDENTIAL, New York, NY, 2004 to 2011

Ranked #3 in New York Post's "Biggest Power Players in NYC Real Estate" list in 2010, this company runs buildings in Manhattan.

Executive Vice President, Property Management

Direct Reports: 36 / Indirect Reports: 220+ / Buildings: 4 / Residential Units: 1,872 / P&L: \$170M

Transformed under-performing organization suffering from lackluster customer service scores, excessive staff turnover, and operational bottlenecks. Introduced best practices, broke down communication silos, and trained/empowered staff to surpass the high expectations of extremely demanding residents.

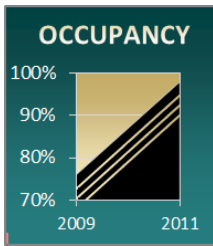
WOODBURN PLACE

With 623 units on 42nd Street, Woodburn Place is home to some of the most diverse health and sports facilities found in any New York City building.

Luxury Features: Massive fitness center, tennis courts, basketball court, children's playroom, indoor swimming pool, quarter-acre park, dog run, observation deck, private lounge, breath-taking river views



Renovated unoccupied/model units to bring occupancy from 76% to 98%.



- ▶ Repositioned community to become the #1 revenue driver in the company's portfolio.
- ▶ Raised customer satisfaction scores from bottom 10% to top 10% company-wide.
- ▶ Increased renewals 16% while keeping monthly rent delinquency to less than .4%.
- ▶ Cut expenses by 17% without diminishing service quality through contract renegotiation.
- ▶ Won Leadership Excellence Award after mentoring 3 staff members into managerial positions.

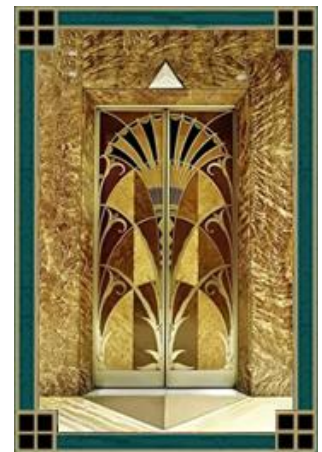
GOLDEN CHATEAU

High-rise Class A community on Park Avenue with 438 units, a gilded lobby, and 3 glamorous rooftop sun decks.

Luxury Features: Pool with private cabanas, fitness center with Technogym equipment, clubhouse with private movie screening room, bike rider lounge with repair services, conversational fire pits, catering kitchen, cyber lounge

Aggressively grew income, delivered cost-cutting solutions, streamlined office procedures, and maintained strong focus on achieving 100% resident satisfaction and retention.

- ▶ Stabilized this newly acquired building while bringing occupancy from 82% to 98%.
- ▶ Consistently achieved 0% delinquency and tenaciously resolved service issues.
- ▶ Realized 5% increase from 2004 to 2005 after negotiating lease renewals.
- ▶ Earned 2nd-highest customer loyalty score in the company's portfolio.
- ▶ Led team to keep closing ratio over 80% by sharing never-fail sales techniques.



Past success as a Leasing Consultant at XYZ and The Biltmore Group

Credentials

Real Estate License | State of New York
 Master of Business Administration (MBA) | New York University (NYU), Stern School of Business, New York, NY
 Bachelor of Business Administration (BBA) | Columbia University, New York, NY

Résumé Strategy

This client was a New York legend when it came to managing and renovating luxury apartment buildings. After researching the various communities he managed, I started noticing a repeated visual theme. This man clearly had a signature style and preferred art deco design with gilded features. Therefore, I designed an art deco résumé with gold accents. I wanted the presentation to reflect his iconic aesthetic.

To further promote his style, I incorporated photographs of his properties while adding frames that enabled these stand-out images to harmonize with the overall résumé design.

I also wanted to highlight his ability to quickly maximize building occupancies. For this, I rendered unique charts with gold touches, making them look more like art deco designs than simple area charts. Instead of using typically expected bullet points, I inserted art deco triangles.

One of the more fascinating elements of this client's work history was all the unusual amenities he managed for his wealthy residents. Therefore, I included "Luxury Features" sections for all of his highlighted properties so that readers could be wowed by his incredible services/offerings, such as canine clubs, IMAX theaters, cyber lounges, and state-of-the-art fitness centers – one of which even included rock climbing walls. Since the visual presentation was so classic, I wanted to shine a spotlight on these very modern amenities.