

# JEFF GOLDSHINE

MULTIFAMILY REAL ESTATE  
CONSULTANT, EXPERT WITNESS, CPM

GOLDSHINE.CONSULTING@GMAIL.COM  
(240) 426-2605 | GOLDSHINECONSULTING.COM



## ABOUT

Throughout my career, I've managed over 70,000 units and worked with owners, developers, property management providers, REITs, and others on a wide range of management issues. My decades of experience afford clients a broad perspective and deep understanding of the many factors that influence multifamily management, investment, and development. My focus is to help owners, developers, and management companies develop and execute approaches that measurably improve the bottom line and maximize asset value of any size.

## EDUCATION

The George Washington University  
*BA, Political Science*

## EXPERTISE

- Asset Management
- Due Diligence
- Property Management
- Financial Analysis
- Forecast
- Organizational Analysis
- Industry Trends Analysis
- Expert Witness
- SWOT Analysis
- Speaking Engagements
- One-on-One Consultation
- Market Analysis/Survey
- Business Plan Development

## PUBLICATIONS AND PRESENTATIONS

Panelist, Fair Housing Conference,  
AOBA, Washington DC

Panelist, NMHC Conference and Multi-Housing World Conference

Panelist, Property Management Association,  
Best Practices in Property Management

Panelist, Marcus & Millichap Multifamily Forum,  
Strategies To Maintain Happy Property Managers, Tenants and Owners

Panelist, YARDI Yieldstar Revenue Management Conferences

Panelist, Marcus & Millichap Multifamily Forum,  
Mid Atlantic-Devising Management Strategies

Author: *Real Estate Forum, Emphasize Property Revenue, not Occupancy*

## EMPLOYMENT

**GOLDSHINE MANAGEMENT CONSULTING, LLC**  
PRINCIPAL | DEC 2020 - PRESENT

**GATES HUDSON**  
REGIONAL VICE PRESIDENT | 2019-2020

**NOVO PROPERTIES**  
PARTNER, MANAGEMENT SERVICES | 2015-2019  
CHIEF OPERATING OFFICER | 2014

**MIDDLEBURG MANAGEMENT**  
PRESIDENT | 2014-2015

**BLUELINK, LLC**  
EXECUTIVE VICE PRESIDENT | 2013

**REAL ESTATE MEDIA LAB**  
INDUSTRY PRINCIPAL | 2012-2013

**FINLAY MANAGEMENT, INC**  
PRESIDENT, CONSULTANT | 2011-2012

**MISSION RESIDENTIAL**  
PRESIDENT | 2008-2011

**STELLAR ADVISORS**  
CHIEF OPERATING OFFICER | 2007-2008

**CHANDLER MANAGEMENT CORP**  
CHIEF OPERATING OFFICER | 2006-2007

**CAPREIT, INC**  
SENIOR VICE PRESIDENT,  
DIRECTOR OF MANAGEMENT | 1993-2006

**ARTERY PROPERTY MANAGEMENT**  
EXECUTIVE VICE PRESIDENT,  
PRESIDENT | 1984-1993

## CERTIFICATIONS AND AFFILIATIONS

**CERTIFIED PROPERTY MANAGER**  
INSTITUTE OF REAL ESTATE MANAGEMENT

**INSTITUTE OF REAL ESTATE MANAGEMENT**  
MEMBER

**APARTMENT AND OFFICE BUILDING ASSOCIATION**  
PAST BOARD MEMBER

**NATIONAL MULTI-HOUSING COUNCIL**  
PAST BOARD MEMBER

**LANDLORD-TENANT COMMISSION,**  
**MONTGOMERY COUNTY, MD**  
PAST MEMBER

**VIRGINIA TECH PROPERTY MANAGEMENT**  
**ADVISORY BOARD**  
PAST MEMBER

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## ACCOMPLISHMENTS

- Creation of two property management organizations: Artery and CAPREIT, both 12,000-unit organizations.
- Creation of Artery Lease Purchase Program to entice renters to purchase Artery Homes. EQR later adapted this model for their preferred renter program. Artery then successfully sold their portfolio to EQR.
- Developed creative customer-driven themes at CAPREIT, such as “Caring Apartment Professionals” and “Positively Outrageous Service” programs, which contributed to the foundation of CAPREIT reputation as a customer-centric company.
- Successful repositioning of CAPREIT portfolio, quickly achieving 20% cumulative NOI growth in first three years after initial purchase of 27 communities. This resulted in EQR purchasing the Artery portfolio in total. CAPREIT then retooled and began again.
- Successful track record throughout career of continually exceeding marketplace competitors despite adverse market conditions. This is attributed to strong market knowledge, proactive understanding and reacting to market dynamics, increasing sales funnel and recruiting positive and professional teams to create winning customer experiences.
- Managed multifamily apartments in 23 states throughout career.
- CAPREIT and Mission Residential provided platforms where strong NOI growth in the 4-5% range with large ancillary income boosts as a result of negotiating cable, laundry, utility billing services occurred while economy was struggling.
- Mission Residential provided opportunity for same store expense reductions as a result of staff redundancy elimination, improving national vendor pricing and creation of in-house teams for maintenance and painting.
- Successful branding and repositioning of smaller management companies for higher profile by increasing levels of standards, expectations, and broadening the vendor talent on smaller portfolio.
- Successfully launched third party management campaign at NOVO as well as the creation of initial policies and procedures manual.