

## About the Speaker: *Rick Ellis*, CPM ELLIS Consulting Group, Inc.

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**Rick Ellis** is a noted consultant and speaker who has served the apartment industry for more than 35 years. His property management career began as an on-site assistant manager/leasing consultant with additional responsibilities as groundskeeper on the weekends! By the age of 28, Rick directed a portfolio of over 5,000 apartment units located primarily in the southwest United States. As Vice President of property management, he took the fast-growing management division of a major 1980s syndication group from its infancy to a mature, effective management company.



**Seeing a need** for "executive-level" property management operations and marketing consulting, Rick formed **ELLIS Consulting Group** (formerly EPMS) in 1984. For more than 34 years, **ELLIS** has provided an array of services to the apartment industry including special problem consulting, market comparable studies, feasibility studies, and his company's unique "Marketing Observations and Recommendations" reports. The company also specializes in "off-site property management," under the name ELLIS HomeSource with a portfolio of more than 320 single-family homes, duplexes, condos, and small clusters of residential units. ELLIS HomeSource is one of the first off-site management companies to earn the prestigious AMO (Accredited Management Organization) designation from the Institute of Real Estate Management.

**Speaking and training come natural to Rick.** Not only does he always have plenty to say, his "first" career as a minister for the Church of Christ allowed him the opportunity to develop his unique, personable, and warm speaking style. Rick's seminar topics include everything from his popular "LEASEMAKERS" Comprehensive Leasing Program, to "Big League Marketing on a Little League Budget," and his "Economics of Apartment Management" series that focuses on increasing NOI (Net Operating Income). His fundamental approach to property management training is simple and straightforward . . . "People are Important! Once the people are ready and properly prepared, everything else falls into place. You will see Rick's articles in a number of industry publications throughout the country. A monthly newsletter, *ON-SITE Insights*, he wrote and published for the apartment on-site folks of a major Dallas-based family of REIT's, was twice awarded first place in IREM's national employee newsletter contest.

**Rick holds the CPM**, Certified Property Manager, designation and his company management company, holds the AMO, *Accredited Management Organization*, designation from the Institute of Real Estate Management (operating under ELLIS HomeSource.) Rick earned a B.S. in 1977 and a MA in 1979 from Abilene Christian University. He holds a Texas Real Estate Broker License and is an Eagle Scout.

**Rick lives in Coppell, TX**, with wife, Diane, and their Cavalier Spaniels, Marley & Bree. They live just minutes from the ELLIS Companies world headquarters in Irving. Rick has two sons living in Austin TX, J.R. (26) who sells apartments for Marcus & Millichap and Phillip (23) who is currently teaching English to students in Madrid, Spain. Rick and Diane are active through church, country dancing, movies, travel, and discussions about religion and politics! The Ellis family enjoys working out, racquetball, sporting events, music, and hanging out at Starbucks. Life is good. They feel blessed!