



LUIS CRUZ

BUSINESS OPERATOR • ENTREPRENEUR

My goal in life is to make a positive impact on society through leadership by helping as many individuals improve themselves and achieve their life goals. I truly believe everyone has limitless potential which can be reached if they have the right tools, mindset, drive, motivation, and guidance. Our mission is to make a mark in the multi-family industry through relationship building and making sure our investors are satisfied with the results.

PROFESSIONAL SKILLS

Business Operator
Revenue Growth
Forecasting
Expense Management
Food and Beverage Operations
Capital Project Management
Sales
Event Planning
Staff Development

PERSONAL SKILLS

Leadership
Self Motivated
Driven
Professional
Teamwork
Goal Oriented

CONTACT

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FAMILY

I am extremely blessed to be married to an amazing woman and to have a 1 year old daughter that is a spark to our lives. They are my strength, courage, and inspiration. My biggest goal in life is to simply make them proud.

EARLY LIFE

I learned at an early age that through hard work and sacrifice, any obstacle can be overcome. My parents came to the U.S. as immigrants with a 6th grade education and still managed to raise 3 children, open a business and put us through college. I didn't always appreciate what they did for us but once I understood the sacrifices they made, it taught me a valuable life lesson; it isn't about what you have but rather what you make of it.

AMERICAN GOLF

I began my career with American Golf in 2012 at an entry level position. Being competitive by nature, I always strive to outwork everyone. Through that hard work, quick learning, and a little luck, The golf club created a position for me to be promoted. Since then I never looked back. I have been promoted 4 times in the last 5 years and moved up the corporate ladder to the position I currently hold as General Manager of Vista Valencia Golf Club. I strive to grow our business by helping our team grow individually and as a unit. I believe that business grows as a result creating the right culture and working with the right values. Everyday I am looking for innovative ways to grow our revenue and drive our bottom line while simultaneously creating a better experience for all our customer base.

REAL ESTATE

For as long as I can remember, I have been interested in getting into the real estate market. While in college, I took a couple of classes on real estate and decided then that at some point in my life, I would own multi-family property. I believe that what I have learned in my role as a business operator will transfer over to running a multi-family business successfully and I am excited about the challenge.

OTHER

I enjoy spending time with my family, traveling, learning, hiking, volunteering, meditating, exploring, golfing, and helping those in need. I currently reside in South Pasadena, CA and quite frankly, we love it here. This year one of our company goals is to purchase 160+ units and I believe we have the right team to make that happen.