



**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

P: (323) 240-3948
E: luis.cruz.992@my.csun.edu
W: www.limitless-estates.com

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.

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.