

# ☯ R. Kay Cleaves ☯

IL Broker License #475119899 (former) \* MRED Agent ID #187464 (former)  
kaycleaves.com/contact

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## *RentConfident, Inc*

*2014-Present*

### Founding Partner/CIO

#### Highlights:

- Founding and majority partner of startup using open data to assist and protect renters.
- Spearheaded company incorporation and obtained business license from City of Chicago.
- Designed research process to unite data from 60+ different open data sources and real estate APIs.
- Created two separate report formats for clearly conveying risk factors about residential rentals to tenants.
- Hand-built website and administrative backend for company website, using PHP, MySQL, CSS, Javascript, Bootstrap and WordPress.
- Maintained company document repository via Dropbox and Evernote.
- Created mapping system using GIS to predict parking difficulty on a block-by-block basis throughout Chicago.
- Maintained company blog, including content creation, editing of employee articles and graphic design.
- Server administration for LAMP stack on Linode VPS, including email server.
- Maintained company Facebook and Twitter accounts.

## *Baird & Warner Residential Sales*

*2011-2014*

### Broker Associate, City North Office - Chicago, Illinois

#### Highlights:

- #1 in office for transactions in 2012, #2 in 2011.
- One of very few office agents dedicated to rentals and multi-family brokerage.
- Assisted with development of fillable PDF leasing documentation for office wide use.
- Trained entire office in leasing protocols in compliance with Chicago Landlord-Tenant Ordinance and fair housing.
- Created industry blog strawstickstone.com for first time investors and buyers.
- Selected to teach impromptu rental policy session while a student in first year company orientation 2011.

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## *[Company Confidential] (Property Management – 850 units - Chicago)*

*2005-2010*

### Director of Leasing, Marketing & Systems - Chicago, Illinois

#### Property Management tasks:

- Created and implemented an application scoring system in compliance with fair housing laws.
- Instituted an automated system for tracking and handling maintenance work orders.
- Assisted annually with reconciling accounts payable in preparation for income tax filings.
- Provided ongoing market analysis and demographic profiles of target tenant groups.
- Ensured residential and storefront leases and riders were in compliance with Chicago and Cook County rental law.

#### Leasing tasks:

- Over 900 successful full-service rentals, from ad copy & photography to lease signed.
- Rented three times as many of my employer's apartments than either of the two largest apartment rental agencies in Chicago, four years in a row.
- Generated \$8.3 million in rental income, with an average of \$1.5 million per year.
- Consistently improved on income returns by a margin of at least 8% annually.
- Consulted with property owners on necessary portfolio renovations to maintain market share.

#### Marketing tasks:

- Provided photography, photo editing and video for the entire portfolio.

- Initiated video marketing efforts through Youtube.
- Provided measurements and CAD renderings of over 300 floorplans.

Systems tasks:

- Provided support for 5 office computers plus peripherals and network.
- Due diligence on software and hardware acquisitions.
- Created a full-featured, database-driven property management and marketing website for the company, including a user-friendly, code-free Craigslist ad generation site for employees.

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*Education*

Brown University, Providence, RI

Double Bachelor's, Theatre and French Literature.

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*Testimonials*

I have been in Commercial brokerage or Commercial brokerage management for over 35 years with CBRE and later Colliers.

Recently a client of mine asked me for a Broker's Opinion of Value (BOV) on an 8 acre site on the Northwest side of Chicago. My assignment was to submit an opinion of value with supporting documentation for the multi zoned property. I am comfortable with the commercial evaluation, but was at a loss for residential.

Kay prepared one of the most in depth presentations and analysis that I have ever seen, and delivered it in a tight time frame. I am used to this kind of cooperation in my industry but did not expect the quality and quantity of her report. Needless to say I am working to get an appointment with the bank so that I can introduce them to Kay.

- Jim Degnan, Vice President Special Asset Solutions Group  
NAI Hiffman Commercial Real Estate Services, Worldwide, 2012

Our work restrictions only allowed 1 "free" day to really look at any properties. She adjusted to our "tech" propelled lives effortlessly. We were able to view and comment on her search findings via internet. Ultimately she found us the "perfect" (matching our style, needs, and budget) condo with time to spare! As we viewed properties she highlighted things that could be potential problems (ie. rodents, bugs, weathering, area) that to the naked (or inexperienced) eye may have missed. She also found attributes that would benefit our current lifestyles.

- Kira Gatewood, 2011

...Kay really went through everything and described all the important things. Unlike all other landlords we've ever gone through, we were not rushed to sign anything, but instead, Kay actually made sure we sat down and read through everything and that we were comfortable with what we were signing. This goes a VERY long way with us, as we've always encountered such horrible leasing agents that don't take the time to sit us and explain everything.

- Kris Gregorio, 2009

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I am writing this email to express my compliments on Kay, who showed various rental properties. She was the nicest, most energetic and helpful leasing agent I have ever seen. She is a great asset to your company and I hope I will have more opportunities to do business with her.

- Sol Kim, 2009

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"... More than that, I really wanted to thank you - I think you're great, your company's great. I've given your number to a lady who was looking for a two bedroom nearby. Don't be surprised if you hear from me again next year! You've been wonderful and it's been great working with you!"

- Kathleen, voicemail, 2008