



Sheretta Morris

EXECUTIVE MANAGER | LEASING | MARKETING SPECIALIST



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Legendary Commercial Real Estate

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AREA OF EXPERTISE & PROFESSIONAL ACCOMPLISHMENTS

With more than 20 years' experience in the Retail brokerage industry, Ms. Morris has been an integral member of the Legendary Commercial Real Estate (Legendary CRE) Team since the company's inception in 2014. Sheretta started the firm with Co-Founder and Partner, Armando Aguirre, who is the company's Chief Executive Officer and Corporate Broker. Sheretta has been part of the same Retail Team with Mr. Aguirre since 1997 in various capacities, since the two met at Grubb & Ellis Company while both were working at the firm's downtown LA office. Starting as the Team's Administrative Assistant and working her way up to the Team's Marketing Director position, Sheretta has held that position for the last eleven years. Sheretta originally served as an Administrative Assistant during her tenure at Grubb & Ellis Company, where she supported a retail group of twelve Industrial & Retail Brokers from 1997 to 2001. In addition to her administrative duties, she served as the Assistant Marketing Director for her current Team, from 2001 to 2003 at the Kosmont Companies prior to becoming the Team's Administrative and Marketing Coordinator from 2003 to 2006 while at Colliers Seeley Company (Colliers International).

Sheretta ended her tenure at Colliers International in 2006 after being recruited by Mr. Aguirre to join MetroScape Real Estate Inc. (MetroScape). During her time at MetroScape, she served two equally important roles as both the Executive Assistant to Armando Aguirre, the firm's Principal and Corporate Broker and as the firm's Marketing Director, managing all retail and investment projects the firm represented. Her responsibilities included all aspects of the day-to-day operations, as well as, office management, marketing and leasing. Her responsibilities in this position provided excellent hands on experience for the roles she currently hold for Legendary Commercial Real Estate and includes the following:

- Executive Manager responsible for Legendary CRE's management and control of all company records and reports regarding operations, payroll, personnel files, etc., as well as administrative matters relating to Landlord and Tenant correspondences & Retail Lease Administration. She manages accounts payable, receivables and coordinates closed deal transaction files governing all evidence necessary to maintain company's status with The California Bureau of Real Estate.
- Marketing Director duties consist of managing and directing marketing tasks on behalf of the organization and clients. In her capacity as the Marketing & Leasing Director she helps oversee all aspects of the Company's Sale and Lease Property listings and creates customized marketing plans for each utilizing a combination of resources and services to achieve maximum exposure for each property. The Company listings are marketed through commercial listing services including Loopnet, CoStar, AIR Commercial, Office.com, signage, customized marketing brochures, direct mail, e-blasts, websites, drone videos and social media which are all used to promote, sell and or lease our clients' properties.

Sheretta is also the first point of contact for all networking events Legendry CRE participates in such as ICSC, ACRE and similar industry tradeshows and seminars.

She also assists with business development for the company through the different organizations she is affiliated with, regularly networking and cold calling Tenants, Companies, Developers and Cities.

Sheretta has also been directly responsible and successful in procuring several Tenant representation assignments, most recently national pizza chain Marco's Pizza, who we sourced and leased six different locations to in the past eighteen months, in the Inland Empire as part of their entry into the Southern California marketplace.

- Leasing Specialist responsibilities include answering sign calls, client and broker inquires on projects represented and providing perspective tenants with marketing brochures and leasing information on all developments and centers, including the initial drafting of Letters of Intent, Purchase & Sale Agreements, initiating the Tenant leasing process relating to lease applications, credit checks, correspondences and manages tenant databases and visual presentations for all projects, marketing emails campaigns & brochures.

BUSINESS AND EDUCATIONAL BACKGROUND

Completed courses to learn and become highly proficient in industry standard Real Estate & Design applications including AIR Forms Application, Adobe InDesign, Illustrator, Photoshop, Acrobat, ACT! CDM Microsoft Word, Excel, PowerPoint, QuickBooks and HTML Code Writing

EDUCATION AND EXPERIENCE

- BS Degree - In Progress
- USC/The Ross Minority Program in Real Estate - Graduate 2011
- Real Estate Broker's License - Test Date Scheduled

CERTIFICATES AND LICENSES

- University of Southern California/The Ross Minority Program Real Estate - Graduate 2011
- Real Estate Certificate/Glendale Community College - 2006
- Real Estate Salesperson License - DRE LIC. # 01739452 - 2005
- Notary Public - 2006

ASSOCIATIONS/AFFILIATE MEMBERSHIPS

- *University of Southern California/The Ross Minority Program in Real Estate – Alumni Member
- International Council of Shopping Centers (ICSC)
- The Association of Corporate Real Estate Executives of Southern California (ACRE So Cal)
- African America Real Estate Professionals Los Angeles (AAREP-LA)
- Toastmaster Area Governor (Governed Six Toastmaster Clubs in Downtown Los Angeles 2012-2013)

NOTABLE ACHIEVEMENT

Sheretta remains an active member of The USC Lusk Center's Ross Minority Program in Real Estate (RMPIRE) program. She volunteers by assisting the Program's at local Networking Association events such as ICSC, ACRE and others. The program's focus is an intensive, comprehensive continuing education program designed to provide real estate practitioners, non-profit and community leaders, public sector decision makers, and entrepreneurs with skills and expertise to influence the redevelopment process in traditionally underserved communities. Learn more: <https://lusk.usc.edu/ross>.

REFERENCES

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