MIGUEL LUZON

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SUMMARY

Real estate operations leader with 10+ years turning disorganized portfolios into scalable systems. Track record across multifamily, scattered-site residential, and self-storage: $3.8M added to annual NOI through utility program redesign, 32 facilities currently under management across 8 ownership groups, and remote teams of up to 30 built on KPI-driven accountability. Equal parts operator and systems builder, with deep experience in PMS and CRM implementation, SOP development, and owner-facing reporting.

CORE COMPETENCIES

- Portfolio Operations Management
- Owner & Client Reporting
- PMS / CRM Implementation
- KPI Frameworks & Performance Systems
- SOP & Playbook Development
- Workflow Automation
- Team Leadership (Remote & Distributed)
- Revenue & Rate Strategy
- Vendor Management & Scope Development
- Collections & Rent-Roll Integrity
- Acquisitions & Underwriting
- Compliance & Documentation

PROFESSIONAL EXPERIENCE

White Label Storage | Remote

Operations Manager, February 2026 – Present

- Lead the remote Site Manager team responsible for 32 facilities across 8 ownership groups, within a third-party management platform of 300+ locations nationwide.
- Own portfolio accountability for NOI, occupancy, and customer experience metrics, running 1:1s, performance reviews, and development planning across the team.
- Reinforce SOPs covering move-ins, rate management, customer communication, and BOG execution, using HubSpot site performance and health score data to direct follow-through.
- Run weekly rate and promotion reviews and monthly ECRIs portfolio-wide, plus PPC strategy and channel budgeting across facilities.
- Own delinquency, auction, and lien timelines, auditing compliance against state self-storage statutes and company standards.
- Serve as the primary operational and reporting contact for each ownership group, supporting expansion and performance improvement conversations.
- Led a multi-facility deposit reconciliation in storEDGE and Storable Payments that surfaced roughly $37K in returned ACH activity the platform had not auto-reversed, then drove the resulting terminations,

statutory notices, and law enforcement referral.

Selected initiatives built beyond the role's defined scope:

- Independently designed and built a web tool, adopted across the company's full 300+ facility platform, that replaced emailed instructions and spreadsheets as the channel between site managers and field services teams.
- Cut weekly site reporting from 2 to 3 hours per facility down to 30 minutes, recovering over 450 labor hours per week, and raised report completion from 40% to 90% with data clean enough to put in front of clients.
- Created the Pulse email, an AI-assisted owner report covering key metrics, trends, project status, and open action items. Replaced standing weekly owner meetings with automatic, always-current transparency into site operations.
- Built the account team's portfolio tracker, including an Apps Script layer that automates dated update logging, project intake, and facility onboarding and offboarding.
- Implemented AI across existing reporting workflows to generate custom reports, summarize task completion and projection trends, and consolidate scattered data points into clear client-facing communication.

Site Manager, December 2025 – February 2026

- Managed daily operations for assigned facilities including leasing, delinquency management, auction compliance, and vendor verification, serving as first point of resolution for tenant concerns escalated from the call center.
- Documented all site activity across HubSpot, storEDGE, AI Lien, and Storage Reach, and monitored tenant sentiment for patterns worth escalating.

Haven Property Group | Founder and Principal

September 2014 – Present | Owner-operated entity, run concurrently with the roles below

- Source, underwrite, and negotiate residential acquisitions across multiple markets; manage due diligence, renovation scope, rent-readiness, and disposition.
- Run high-volume lead funnels with structured discovery and contract negotiation, improving lead-to-contract conversion through scripting and follow-up discipline.
- Own and operate personal rental and value-add projects since 2014, including full renovation and leasing cycles.

Omega Realty Group | Philadelphia, PA

Director of Leasing and Property Management, November 2023 – December 2025

- Directed leasing and property management for a 500-unit multifamily portfolio with a team of 4.
- Tripled qualified lead volume by rebuilding marketing and lead-qualification workflows.
- Cut lease approval time by 50% by standardizing the application, screening, and approval sequence.
- Reduced unit turn times through standardized scopes and vendor workflows.
- Strengthened collections and rent-roll integrity with proactive delinquency tracking and resident communication.

American Ave Property Management & SFR3 Fund | Director of Utilities

April 2023 – November 2023

- Led utilities operations for an 11,000-home scattered-site single-family rental portfolio across 30+ metros.

- Managed 30 people across three teams: an in-house operations team, a contractor team, and an overseas operations team in the Philippines.
- Designed and implemented an automated resident utility chargeback program that added $3.8M to annual NOI.
- Negotiated a banking partnership that made per-resident utility cost recovery possible at portfolio scale.
- Built KPI frameworks and weekly executive reporting covering throughput, bottlenecks, and market-level risk.
- Standardized utility activation and inspection workflows, reducing activation delays across markets.

TierView Development | Property Management Operations Specialist
February 2020 – April 2023 | Greater Philadelphia

- Ran end-to-end operations for a 450-unit multifamily and mixed-use portfolio across 10 properties.
- Launched and operated the company's short-term rental program, owning pricing, guest communication, turnover management, and revenue strategy.
- Expanded CRM functionality to automate contract generation and enforce leasing compliance.
- Managed listing syndication and recurring marketing across Zillow, Apartments.com, and Matterport with internal creative vendors.
- Implemented structured audits and documentation standards that reduced operational errors.

SPN Companies | Property Management & Business Development Executive
July 2018 – January 2020 | Philadelphia, PA

- Managed daily operations for a 53-unit residential portfolio: leasing, renewals, inspections, and maintenance coordination.
- Designed and implemented the company's first CRM, centralizing resident communication, tracking, and reporting.
- Sourced vendors and finalized scopes of work for turns and capital projects.
- Coordinated with third-party care agencies to maintain program compliance.

Katz Development and Third-Story Philly | Real Estate Development Associate
July 2017 – April 2018 | Greater Philadelphia

- Coordinated new construction and gut condo renovation sites daily, including material ordering and site condition documentation.
- Ran 5 to 10 concurrent renovations across multiple stages of construction; largest project was a 16-unit building in South Philadelphia.
- Handled leasing, showings, market research, and pricing recommendations for the portfolio.

Earlier Experience

- **Wells Fargo Home Mortgage** — Home Mortgage Consultant, October 2016 – April 2017
- **Investors Bank** — Personal Banker II, April 2015 – October 2016

COMMUNITY

Cash & Coffee | Founder & Community Lead
January 2017 – November 2024 | Philadelphia, PA

- Founded and ran an 8-year real estate investing and personal development community, hosting weekly and monthly meetups and building the content, scheduling, and communication systems behind them.

CERTIFICATIONS & TECHNICAL

- Salesforce Certified Administrator
- **Property management systems:** storEDGE/SiteLink, AppFolio, Yardi, Rent Manager, Buildium
- **Platforms and tools:** Storable Payments, AI Lien, Storage Reach, HubSpot, Salesforce, Sigma, Zendesk, GoHighLevel, Conservice, Google Apps Script, Excel (advanced modeling and automation)
- **Languages:** Spanish (conversational)

EDUCATION

Middlesex County College, Edison, NJ — Engineering Science coursework, 2010 – 2013