

John Gray Rodriguez-EV Real Estate Solutions LLC

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Innovative Real Estate Executive with over 25 years of proven success in creating Real Estate Financial Models, Real Estate Site Selection, Franchise Development, Market Planning, Real Estate Analysis and Investment Strategies, Construction Project Management, Facilities Management, GIS, and Business Growth. Effectively integrates corporate mission, values, and ethics with sales excellence, focusing on achieving goals. Vast North American real estate / new store development knowledge and expertise in various markets across the US and Canada, including NYC, NY Metro Area, Philadelphia, Florida, and California. Employs proactive, positive management practices and strong team leadership to create an accomplished, driven work environment with highly engaged, productive employees.

Work Experience

Real Estate/Site Selection Consultant

Jan 2023-Current

Client: PriceSmart Inc.

Provide strategic guidance on real estate acquisitions and site selection for PriceSmart, a leading membership-based retail company.

- Conduct site selection analysis to identify optimal locations for new stores in Latin America and the Caribbean.
- Negotiate land acquisition deals and lease terms with property owners.
- Perform detailed market analysis to support investment decisions, including population density, purchasing power, and spending trends.
- Advise on property development opportunities and zoning regulations to streamline project timelines.
- Collaborate with cross-functional teams to align site selection with corporate expansion goals.

Strategic Advisor – Commercial Real Estate Expansion

Client: GoldPen Realty Inc.

- Leading the development of GoldPen Realty's Commercial Real Estate Division, with a strategic focus on expanding operations across U.S. and Latin American markets, including retail, multifamily, industrial, and mixed-use asset classes.
- Structuring cross-border partnerships and joint ventures to facilitate international investment, site acquisition, and development opportunities in emerging and established markets.
- Guiding market analysis, feasibility studies, and financial underwriting for national and international commercial assets.
- Advising on capital raise strategies, investor outreach, and institutional positioning to attract U.S.-based and foreign direct investment (FDI).

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- Coordinating with legal, brokerage, and development teams to ensure compliance with local regulations, foreign ownership laws, and multinational investor requirements.

Real Estate Manager/Advisor **2022-2023**

2022-

Prime Communications / AT&T - Florida

Prime is the largest AT&T franchisor in Florida. Sourced and negotiated site leases for new store openings and managed lease renewals.

- Led site selection and market analysis for store expansions.
- Negotiated lease terms to optimize operational costs.
- Fostered relationships with property owners and landlords to streamline leasing processes.
- Delivered strategic market insights to support expansion plans and lease renewals.

Director of Real Estate

2021-2023

Banfield Pet Hospitals (Mars Inc.)

Orlando, FL – Remote –

Managed a team of Real Estate Site Selection Managers that procured deals for the largest provider in the United States. Led the development of Stand-Alone Hospitals with an emphasis on capacity, market share, and overall demand. Led the rollout of Banfield Pet Hospitals throughout the US

- Manage and motivate a team of Real Estate Site Selection Managers to meet and exceed brand development goals.
- Lead Banfield in procuring ninety deals within a 12-month period.
- Manage the Lease Administration team responsible for over 1,300 leases.
- Led LOI's and Lease Deal Structuring and Negotiations
- Team Building, motivating high performance teams.
- Strategic Fleet management and site and trade area analysis
- Developed systems, process design, standard operating procedures (SOP's) and implementation.
- Grew broker and developer network on a national scale.
- Developed and implemented lease renewal program for stand-alone hospitals.
- Led Market Strategy meetings with the operations team and Regional Vice Presidents
- Created Market Plans Retail Veterinarian Hospitals across the United States
- Provided support to the Lease Administration efforts for a sister brand (Blue Pearl)

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Director of Commercial Real Estate

International Executive Realty

2019 – 2021

Orlando, FL

Assisted businesses, property owners, tenants, and investors in buying, selling, and leasing real estate. Analyzed and sought potential deals, established client relationships, and marketed properties.

- Negotiated lease terms between property owners and tenants to execution.
- Researched properties and prepared letter of intents and real estate contracts.
- Presented property analysis to clientele with concise recommendations based on research findings.
- Negotiated and wrote lease and sales proposals and contracts.
- Developed marketing programs and advised clients regarding market conditions and marketability of properties.
- New Business Development: Prospected for clients by canvassing, cold calling, and farming.
- To provide market research on new land opportunities
- Reviewing planning policy and constraints on potential development sites.
- The identification of land for multifamily development through a variety of pro-active and reactive methods
- Manage consultants in the preparation of development proposals.

Client Advocate, Manager

Tango Analytics – Dallas, TX – Remote-Orlando, FL

2019

Client Advocate Manager on behalf of Tango Analytics which is the only specialized software company

with an exclusive focus on Retail Store Life Cycle including Development and Operations. With deep roots in the retail industry, and significant "big 4" consulting backgrounds, I worked with Senior Leadership team with an unprecedented collective experience in dealing with challenges and issues faced by retailers in the core areas of Research and Analysis, Real Estate, Design, Construction, Facilities and Lease Administration. Managed clients such as Krispy Kreme, Darden Restaurants, Millers Ale House, Yogurtland, GNC and European Wax Center.

- Created Real Estate Portfolio Analysis and Review
- Specialties: Manage clients complete suite of software and services
- Strategic Information Systems Planning
- Business Process Improvement
- Market Planning and Site Evaluation/Sales Forecasting (Analytics)
- Real Estate Site Selection and Pipeline/Project Management
- Design/Construction
- Lease Administration
- Facilities and Maintenance
- Franchise Management

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Director of Corporate Real Estate

HearUSA/Sivantos/Former Siemens Audiology

2015 - 2019

Palm Beach Gardens, FL

HearUSA is a recognized leader in hearing care with over 289 stores in the US and Canada.

Real Estate Planning and Management Real Estate Development Lease Negotiation Facility and Project Management Predictive Analytics Construction Management Brand Development Store Life Cycle Implementation Real estate executive reporting to CFO responsible for managing all facets of real estate development,

site selection, modeling, and facility management for 289 locations in the US and Canada.

- Negotiated over two hundred leases and relocated over one hundred locations during tenure.
- Implemented enterprise-wide store life cycle GIS system to help manage leases, facilities, and construction.
- Developed a Real Estate Site Selection Regression Model with Tango Analytics.
- Created Market Plans for the expansion of retail locations within the US and Canada.
- Collaborated and managed an extensive real estate broker and developer network.
- Created pro forma on proposed locations and work closely with operations and procurement in order. to stay within proposed construction budgets.
- Work closely with the Vice President of Business Development in identifying and prioritizing acquisition opportunities.
- Construction Project Manager of all new store development and build out.
- Responsible for all facility management, business license, signage, insurance, and tenant improvement funds.
- Assisted in the company merger between Sivantos and Widex in reviewing all retail outlets and making recommendations on store closures and mergers.
- Worked with acquisition team to determine potential sales forecast and demand based on location.

Sr. Director of Franchise Development Southeast Region

ATAX – New York, NY – Remote - Orlando, FL

2012 - 2013

Sr. Director of Franchise Development Lead Generation Strategic Market Development Franchisee Financing Site Selection Branding & Marketing High-profile professional charged with directing the development process from lead sourcing to Discovery Day and franchise agreement execution.

- Directed franchise development consistent with business growth objectives to open in new markets.
- Managed all real estate site selection and analysis.
- Reviewed enterprise franchise development strategy and implemented CRM that managed the franchise sales process that markets tax and payroll services with over forty-six stores throughout 7 states.
- Searched and approved new real estate opportunities to support corporate and franchise growth.

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Market Planner

2008 - 2012

Dunkin' Brands

New York, NY

Market Planner NY DMA Real Estate Optimization Site Selection Demographic Studies Unit Impact & Proximity Analysis Franchisee Conflict Resolution Senior Business Development Professional with proven success in understanding markets, creating detailed business strategies, and precisely executing plans that effectively align with corporate goals.

- Developed strategic market through conducting research and analysis of submarkets within the DMA(Mini Markets) and supporting field teams in accelerating retail development which contributed to making Dunkin Donuts the fastest growing largest chain store with over 500 locations.
- Assisted cross functional team members with store development agreements, breakeven, leasing, franchising sales, proximity impact analysis, and market development plans.
- Act as a strategic coach to the real estate field teams and support cross functional goals and objectives. Influence the quality of decision making with respect to growth and performance in markets.
- Manage the growth, pace and place of Dunkin Donuts and Baskin & Robbin locations throughout the New York DMA.
- Created the 5-year market plan used to take the company public (IPO)

GIS Manager

2000 - 2008

Jackson Hewitt Tax Service Inc

Parsippany, NJ

GIS Manager Site Modeling Psychographic Analysis

Customer Segmentation Territory Management Franchise Sales

Accomplished Manager responsible for the design, implementation, and functions of the Geographic information System enterprise wide with emphasis on Franchise Sales and Site Selection Modeling.

- Developed national strategic market plans for franchise sales and underperforming franchisees.
- Recommend market penetration strategies, territory optimization opportunities, and segmentation approaches to senior executives, sales & support staff, operations, and franchise operators.
- Handled site selection analysis, defined and design market criteria, completed initial market plans of territories and redesigned territories for sale which contributed to a 300 percent increase in office locations from 1,800 locations in 2000 to 6,500 in 2008.
- Reported directly to the CFO and assisted in future market plans which was used to take the company public (IPO)

Education

BA in Public Administration

University of Central Florida

Orlando, FL

Licenses and Certifications

Florida Real Estate License ICSC Membership

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Skills

- Strategic Planning
- Budgets
- Data Analysis
- Microsoft Suite
- Excel
- Project Management
- Access
- Geographic Information Systems (GIS)
- Lease Administration
- Letters of Intent and Real Estate Transactions
- Florida Real Estate License #SL3408566