

W · S

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EDUCATION

SUNY Albany

College of Nanoscale Science and Engineering

B.S. Nanoscale Engineering & Quantum Computing

2012 - 2016 · GPA 3.8

TECHNOLOGY

AI & AUTOMATION

EliseAI · Colleen AI · Claude Enterprise · ChatGPT · Attio · Gumloop · Funnel AI · SNAPPT

PROPERTY PLATFORMS

Entrata · Yardi Enterprise · RealPage · AppFolio · Carson Living · Monday.com

CREDENTIALS

CPM Candidate · IREM

Fair Housing Certified

OSHA 10 / OSHA 30

Wesley Sherow

Builder-operator who has founded, scaled, and turned around hospitality-led real estate businesses. Currently holding full P&L for a 1,000+ unit portfolio across three states, including a Class A co-living operation. Previously grew one distressed 40-unit asset into a 600-unit portfolio, ran a hospitality operation through 2,000+ guest stays, and created \$720K+ in annual value through AI implementation and unit-economics discipline.

1,500 ⁺	\$75M ⁺	100 ⁺
LIFETIME UNITS OPERATED	TRANSACTION VALUE CLOSED	EMPLOYEES RECRUITED & LED

01 EXPERIENCE

Director of Operations

OCT 2024 - PRESENT

Certes Partners / Visual Property Management ● New York, NY

Built Visual Property Management to take over Certes Partners' national 1,000+ unit portfolio, holding full P&L across NY, NC, and TN.

- Developed the company's technology and operating stack from scratch. Implemented **EliseAI** and **Colleen AI** for leasing and collections, **Claude Enterprise** for back-office automation, and processes for reporting and analytics.
- Grew the brand's commercial reach with dynamic property websites, integrated lead tracking, and multi-channel marketing.
- Recruited and trained initial hires, growing the team to **30 people across three states**, including a 15-person virtual operation in the Philippines.
- Created **\$720K+ in additional annual revenue**: \$120K NOI from ancillary revenue programs, \$600K bad-debt reduction via structured vacate agreements, and **95%+ collections recovery**.
- Leased up New York City's largest co-living high-rise, a **261-unit** building mixing co-living, traditional, and 421-a affordable units.
- Expanded margins **\$300K annually** and lifted renewal retention **25% portfolio-wide**; own annual budgets with weekly P&L reviews across every asset.

The Reserve

NEW YORK · 261-UNIT CLASS A

OCCUPANCY ~50% → 95%

RENT ROLL +\$941K +17%

VACANCY RISK EXPOSURE 21% → 10%

AVG RENT \$1.9K → \$2.4K

Took a half-empty Class A high-rise to a **95.24%** peak in 10 months; maintained occupancy through **three rent pushes** ahead of refinancing.

The Harrison

NORTH CAROLINA · 140-UNIT

OCCUPANCY 70% → 96%

RENT ROLL +\$622K +59%

VACANCY RISK EXPOSURE 22% → 7%

AVG RENT \$838 → \$1,101

Repositioned through tiered pricing — with no physical changes — lifting average rent from **\$838 to \$1,101**.

Hermitage Studios

NASHVILLE · 108-UNIT

OCCUPANCY 70% → 96%

RENT ROLL +\$113K +10%

VACANCY RISK EXPOSURE 25% → 3%

AVG RENT \$850 → \$1,250

Grew occupancy and rent roll while Nashville market rents fell **5%**.

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PRESS

Times Union · “Moo Plans a feast for hungry minds”

Spectrum News · “Moo Plans, A College Meal Plan Like No Other”

Times Union · “Former engineer builds short-term rental business”

Times Union · “Albany real estate manager grows amid pandemic”

BEYOND THE DESK

Board of Directors, Azlo Foundation
501(c)(3)

Board of Directors, East West Collective
501(c)(3)

Founder of Flashed, an AI-powered photo delivery platform

NYC event & editorial photographer

01 EXPERIENCE, CONTINUED

Property Manager, Legal & Compliance

JUN 2024 - OCT 2024

Cushman & Wakefield ● New York, NY

Managed **30 active eviction and lockout proceedings** with attorneys and city agencies, achieving a **100% resolution rate**; primary liaison to city officials and legal teams.

- Administered Yardi Enterprise for portfolio-wide reporting; oversaw AR/AP, vendor relations, and LIHTC, Fair Housing, and NYC Housing Law compliance end to end.
- Compliance, maintenance, and accounting oversight across a 100-asset, 4,000-unit institutional residential portfolio.

Private Consultant, Real Estate & Capital Strategy

2021 - 2024

Independent ● New York, NY

- Upriver Studios / HBO Studios:** Built financial models supporting a **\$60-\$75M+ funding round** and 100K+ sq ft of commercial production space expansion.
- DUNA Real Estate:** Developed property management infrastructure for a \$10-\$15M portfolio acquisition; hired field staff and created SOPs for the transition.
- Albany Elms LLC:** Led an investor syndicate on a 10-unit redevelopment; **25% cash-on-cash return within 12 months**; doubled valuation at refinace.

Founder & Head of Property Management

DEC 2019 - 2023

Copper Club Management & Construction ● Albany, NY

Founded and led a property management and construction company. Grew from a single distressed 40-unit asset to a stabilized 600-unit portfolio generating **\$4M+ in annual rent roll**.

- Drove portfolio occupancy from **under 70% to over 95%** in 12 months through improved leasing systems, maintenance discipline, and vendor accountability.
- Recruited and developed **50+ employees** across property management, maintenance, construction, and accounting; cut per-unit management cost by **40%** through automation.
- Directed renovation and repositioning of 40+ properties; financed and refinanced across the portfolio; profiled in Times Union and Spectrum News as a pandemic growth story.

02 EARLIER

Sr. Property Manager & Acquisitions

2021 - 2023

StayXania LLC ● South Florida

- Acquired and developed 6 luxury single-family homes; **\$10M total transaction value**, 15%-20% cash-on-cash returns.
- Underwrote 200+ short-stay acquisition opportunities; sustained 85% occupancy through dynamic pricing and multi-channel management.

Founder, Hospitality Operations

2017 - 2018

Obsidian Towers ● Jersey City, NJ

- Built a 40+ unit short-stay hospitality business; **\$200K average monthly revenue**, 400% YoY growth, 2,000+ guest stays.
- Negotiated landlord partnerships and lease structures; led local lobbying alongside owners during regulatory review.

Project Manager

2016 - 2018

Tokyo Electron ● Albany, NY

- Led development and global rollout of a wafer-service platform; managed an offshore engineering team in India.
- Platform now used by Tokyo Electron globally, facilitating research across regions.

Process Engineer

2016

GLOBALFOUNDRIES ● Malta, NY

- Semiconductor process engineering in a high-volume manufacturing environment.
- Systems and process optimization for advanced semiconductor nodes.