

## MICHAEL CARTER

3258 Hartlee Field Road • Denton, Texas 76208  
• Cell: (972) 529-0200 • [mcarter031@gmail.com](mailto:mcarter031@gmail.com)  
[www.go-commercial.com](http://www.go-commercial.com)  
[www.hulahutdfw.com](http://www.hulahutdfw.com)  
[www.childrenslighthouse/oakpoint.com](http://www.childrenslighthouse/oakpoint.com)

### COMMERCIAL REAL ESTATE

#### ***Business Creation / Development / Acquisitions / Leasing / Sales Management***

Well-qualified business entrepreneur and commercial real estate professional very experienced in negotiating transactions as an entrepreneur, developer, investor, broker, landlord, and tenant and sales manager. Recognized for creative deal structuring and handling multiple projects and deadlines concurrently. Expert negotiating qualifications – creatively negotiated and closed complex transactions totaling hundreds of millions of dollars with clients such as Target, Kohl's, Safeway, CVS, and GSA. Managed more than \$50 million in commercial development projects, primarily Class A retail centers and creating successful businesses in many industries to include Commercial Development & Brokerage, Personal & Commercial Lines Insurance, Restaurants and Early Education Childcare.

#### **AREAS OF EXPERTISE**

- ◇ **Real Estate Acquisition & Development**
- ◇ **Multi-Contract Land Assemblage Deals**
- ◇ **Transaction Structuring & Negotiations**
- ◇ **Appraisal & Demographic Analysis**
- ◇ **Budgeting & Finance**
- ◇ **Multi-Project Management**
- ◇ **Project Construction Cost & Business Operation Reductions**
- ◇ **Marketing & Financial Presentations**
- ◇ **Sales & Business Development**
- ◇ **Government & Agency Relations and Negotiations**
- ◇ **Sales Staff Management & Training & Coaching**
- ◇ **Multi-Year Leases / Tenant Agreements**
- ◇ **Entrepreneurial Start-Up Ventures**
- ◇ **Public & Private Equity Raise and Debt Placements**
- ◇ **Strong Personal Relationships with Power Players in DFW & Nationally**

### PROFESSIONAL EXPERIENCE

GO COMMERCIAL

MARCH 2024 TO PRESENT

***(Independent Commercial Real Estate Brokerage and Development Firm)***

#### **Founder/CEO**

New business creation, ground up new development & value add investment projects. Identify growth markets, demographic research, land purchase, joint venture negotiations, property renovations, re-zoning, site planning and end-user/tenant marketing. Brokerage of Investment Sales, Land, Freestanding Buildings, Landlord Project Leasing & Tenant Representation. Formerly **Realty ONE Group**

– **Forward Living a National Realty Franchise in DFW** started ground up by Carter with over 35 residential/commercial real estate agents then sold agency business in Feb 2024. The Self-Developed hard corner Freestanding Realty ONE Group Office/Retail building in Little Elm, Texas is now owned & operated by GO COMMERCIAL.

HULA HUT DFW

JAN 2023 TO PRESENT

***(30-Year-Old Iconic Independent Texas Restaurant Brand)***

**CEO**

Purchased and Re-Developed Hula Hut – Little Elm a 30-Year-Old Iconic Independent Texas Restaurant Brand to include Exterior/Interior of the 15,000-sf freestanding waterfront building, market branding & technology, recipe and menu engineering, operational & labor efficiencies and achieved an 80% increase in sales in 1<sup>st</sup> 12 months trailing financials & staggering increase in Net Operating Income all while never ceasing to operate weekly.

CHILDREN'S LIGHTHOUSE OAK POINT

SEPT 2016 to PRESENT

***(Early Childhood Education Center)***

**Founder/President**

Identified, Sourced, Re-Zoned and Land Banked location then Self-Developed the 11,200 square foot flagship Children's Lighthouse Early Education Center franchise in Oak Point, Texas in September of 2017 breaking all Grand Opening records in CL franchise history & 1<sup>st</sup> Modern Day Business Owner & Current Largest Employer in City of Oak Point. **Children's Lighthouse of Oak Point was awarded #1 Franchisee of CL Brand Nationwide in 2024.**

CARTER FAMILY REAL ESTATE

SEPT 2010 TO MARCH 2021

***(Business Development & Commercial Real Estate Investment/Development firm)***

**Founder/President**

Independent Commercial Real Estate Principal/Broker and Developer. Also concurrently purchased an **Allstate Insurance Agency – Carter Family Agency Inc. in Frisco, Texas** in December of 2012. Turn Around Intangible Investment. Improved customer service systems, relocated to a better location, turned over staff and updated to a digital operation. Sold for a 3X Multiple in August of 2015.

Vice President & 50% Partner in one of the original **Nationwide Insurance Agencies in Dallas-Fort Worth in South Garland** for over 24 years sold in October 2017. Approximate book value of \$6 million dollars.

THE WEITZMAN GROUP

August 2008 to October 2010

***(One of the largest retail brokerage/development firms in Texas)***

**Associate**

Specialized in retail general brokerage to include land sales, retail tenant representation, investment sales and project leasing. Special emphasis on distressed retail real estate to include working with special servicers to prepare Broker Opinion of Value presentations.

MARCUS & MILLICHAP

June 2004 to July 2008

***(Largest Commercial Investment Brokerage Firm in the United States)***

**Senior Associate**

Created a partnership and sales team within Marcus & Millichap to market retail and government office properties, nationally. Hired and trained all personnel created company business plan and infrastructure. Managed team efforts in cold calling/prospecting for clients, preparing listing proposals/property

valuations. Directed the marketing of all properties to prospective investors, managed negotiation of all contracts and due diligence/escrow process.

REGENCY CENTERS

1999 to Feb. 2004

***(Leading owner/developer of grocery-anchored shopping centers at that time in the U.S. with \$3 billion in assets)***

**Vice President, Investments**

Recruited to acquire and develop new grocery-anchored shopping centers for the firm's portfolio to meet REIT investor financial objectives. Scope of responsibility included market/site evaluation, new market entry, and overall direction of large, financially complex projects with values up to and exceeding \$57 million. Major clients included Kroger, Safeway, Albertsons, Kohl's, and Target.

- ◇ Acquired and/or developed approximately 634,000 square feet of Class A shopping centers.
- ◇ Maintained an ROI of over 10% per project.
- ◇ Successfully developed a \$50 million retail center anchored by Target, Kohl's, and Safeway.
- ◇ Recommended and laid groundwork for opening a new regional office in Houston.
- ◇ Created new market research tools that were adopted nationwide for identifying new development sites.
- ◇ Consistently completed development projects on time and within budget.

THE LOCATION STORE

1996 to 1999

***(Commercial real estate brokerage firm)***

**Founder/President**

Launched and managed a successful commercial real estate firm from the ground up specializing in retail space. Represented tenants, landlords, buyers, sellers, and investors on real estate transactions totaling several million dollars. Managed P&L, marketing, and day-to-day operations of the firm in addition to negotiating and structuring transactions.

- ◇ Successfully represented CVS Corporation's freestanding store concept in conjunction with 2 other real estate companies.

UNITED COMMERCIAL REALTY

1992 to 1996

***(One of the largest commercial real estate brokerage firms in Dallas)***

**Vice President / Director of Project Leasing**

Hired to build and lead a new department charged with marketing, leasing, and managing a shopping center portfolio consisting of 30 properties with 3 million square feet of retail space in the Dallas/Fort Worth market. Developed business plans, marketing strategies, and leasing systems from the ground up. Recruited, trained, and managed a team of up to 7 brokers.

- ◇ Structured and negotiated national credit deals, local/regional tenant agreements, and investor grade proposals, which resulted in over 1 million square feet leased and the addition of 1.8 million square feet to the portfolio.

HOPKINS SHAFER

1990 to 1992

***(A retail development company)***

### **Project Leasing Associate**

Marketed and negotiated leases for the company's retail commercial real estate portfolio to meet owner and investor financial objectives. Also represented prospective tenants on third party listings.

<b>EDUCATION / ADDITIONAL</b>
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**UNIVERSITY OF NORTH TEXAS – Denton, TX**  
**Bachelor of Business Administration (1993)**  
**100% Self-Funded College Education**

Licensed Real Estate Broker in Texas since 1992

Licensed Insurance Broker in Texas Property & Casualty  
Life & Health, Series 6 & 63 Inactive.

Member - International Council of Shopping Centers (ICSC)

Member – Collin County Board of Realtors

Member – North Texas Commercial Realtors (NTCAR)

Member – CLHMS Designation Institute for Luxury Home Marketing

Member – Little Elm Chamber of Commerce

Former member of Chain Links & NAI Global

Former President – Allstate Carter Family Agency, Inc. Frisco, Texas

Former Vice President – Nationwide Insurance, Garland, Texas

Former Board of Directors – NAHREP Dallas