

# City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED IN THIS APPLICATION IS PART OF THE CITY OF RENO'S PUBLIC RECORD AND IS, UPON REQUEST, AVAILABLE FOR PUBLIC REVIEW.

These positions are limited, in most cases, to residents of the City of Reno. The City Council endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

Contact Information					
First Name (Required) *		Middle Name/Initial	Last Name (Required) *		
ASHLEY			YOUNG		
Nick Name/Preferred Name		Email Address (Required) *		Phone Number (Required) *	
		YOUNGASH1111@GMAIL.COM		7753439820	
Home Address (No PO Box) (Required) *			City	Zip Code	Ward
347 West Arroyo Street			(Required) *	(Required) *	WARD 3
			Reno	89509	
Business Address			City	Zip Code	Ward

I agree to inform the Reno City Clerk's Office of any contact or address changes.

☒ I Agree (Required) \*

Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)	
* <input checked="" type="radio"/> New Application <input type="radio"/> Reappointment <input type="radio"/> Amendment	

Name of Board or Commission for which you would like to apply: (Required)	
* Redevelopment Agency Advisory Board	

## Explain briefly why you would like to be appointed to this board or commission.

Bryan McArdle reached out and was pleased to invite me to join the advisory board the the relaunch of the Redevelopment Agency. I've been doing commercial real estate brokerage, development and technology for over 20 years in Northern Nevada. I have helped develop over one million square feet of commercial real estate in all asset types and have worked closely with all major government entities in the process. I would love the opportunity to join the board and help further develop our beautiful city and assist in bringing my breadth of knowledge and experience to the board. I also work with the city by providing commercial real estate data and training through the Costar platform that helps assist in the many current and future projects in the area.

## Relevant Education or Training

Licensed real estate agent in 2005, part of CREW, NAIOP and CCIM.

## Are you currently registered to vote in the City of Reno?

☒ Yes

☐ No

## Are you 18 or over?

☒ Yes

☐ No

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

☒ I Agree \*

**WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO**

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.


**Printed Name of Applicant: \***

Ashley Young

**Today's Date \***

12/19/2024

**Signature of Applicant: \***



**Attach Resume (1)**

Document Name	Attachment Type
<u>YOUNG, ASHLEY APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WARD 3) – 12/19/2024</u>	RESUME
<u>4</u>	

# Ashley Young

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(775) 343-9820 ♦ youngash1111@gmail.com

## Profile

Motivated, personable business professional with over fifteen years of marketing and brokerage experience for a national residential firm and multiple global commercial real estate firms. Most recently focused on commercial real estate technology as director of operations, global business development and senior account executive with Capstak as well as director of operations, broker and asset manager for all of Michael Schnabel's companies. Proven success in developing high level global relationships with top executives in CRETech, global brokerages, commercial banking, capital markets, developers and national association's. In less than nine months of launching Capstak, was able to gain and retain 90% market penetration and build strategic relationships to further the company and data prospects. Was awarded commercial deal of the year from CREW in 2016 on a successful disposition of an office project. In the year 2017 was globally recognized as one of the top leading tech executives by Real Estate Tech News, News Funnel and CREW. In July of 2017 was recognized by Duke Long as the top 100 people you must follow on Twitter in CRETech. Respected team member and leader in developing strategic marketing campaigns, gaining company and division recognition as well as being awarded high profile marketing projects for numerous local and national commercial real estate clients. Ability to stay on task with little to no supervision, thriving in deadline-driven environments. Current member of CREW and NAIOP.

## Skills Summary

- |  |  |                                    |
|--|--|------------------------------------|
| ♦ Seasoned Licensed Real Estate Professional | ♦ Award Winning Global Social Media Strategist         | ♦ Prospecting / Client Cultivation |
| ♦ Global Business Development                | ♦ Capital Markets Senior Account Executive Leader      | ♦ Multi Media Marketing            |
| ♦ Asset Manager                              | ♦ Database Management                                  | ♦ Market Research                  |
| ♦ Marketing Project Management / Production  | ♦ Manage Large Teams in Technology/Office Environments | ♦ General Office Operations/Skills |
| ♦ Director of Acquisitions and Dispositions  |  | ♦ Professional Presentations       |
| ♦ Transaction Controller/Director            |  | ♦ Web & Print Content Development  |
|  |  | ♦ Public & Media Relations         |
|  |  | ♦ Timely Report Preparation        |

## Professional Experience

**CoStar Data & Analytics - Atlanta, GA**  
*Sales Representative*

**2020 – Present**

- Achieved top-tier sales performance at CoStar Group, earning the prestigious Presidents Circle award twice and Presidents Club recognition for the highest sales achievements.
- Consistently recognized as a top sales performer nationwide, surpassing monthly sales targets and outperforming peers across the country.
- Successfully secured and expanded key accounts with industry giants such as Panattoni Development, Dermody Properties, and LP Insurance, resulting in sustained business growth.
- Spearheaded end-to-end sales processes, including prospecting, product demonstrations, closing deals, onboarding, and training, leading to high client retention and satisfaction.
- Delivered tailored insights and solutions to a diverse range of commercial real estate professionals, including brokers, owners, investors, and lenders, driving value and client success.
- Represented CoStar at major industry events, building a strong network of commercial real estate professionals and reinforcing CoStar's presence in the market.

**Community Ventures RE**

**2017 – 2019  
(Business Sold 2019)**

***Partner / VP Investment Services Broker***

- Oversaw the Investment Team consisting of two commercial real estate agents, focusing on acquisitions and dispositions of commercial real estate assets in northern Nevada.
- Set-up and designed team technology including CRM and marketing tools with company branding and developing a marketing schedule for both social media and e-blast property emails.
- Led team meetings and weekly/monthly plans for acquiring new listings and continually focusing the team with reachable goals financially
- Showed properties to clients to suit their real estate needs and develop marketing tour packages
- Part of the Opportunity Zone Task Force that lead a conference with GOED, City of Reno and Sparks and major capital companies nationwide
- Worked closely with local major developers to help envision the future of the area and bring clients to the table to ensure success for the developer and city officials

**Schnabel Ventures/NAI Alliance/Capstak/CRES/Development Arts/Investment Property Advisors/Inspired Capital, Reno, NV**  
**2012 – Current  
(Left Capstak July 2017)**

***Director of Operations/Broker/Asset Manager/Global Business Development/Social Media Marketing Manager, Senior Account Executive***

- Oversee operation for commercial real estate technology company. Leading a team of 10 staff members in helping develop the product, lead in marketing strategies, head up global business development in technology and commercial real estate firms, assist in capital raises and lead transactions and relationships as a licensed broker.
- Head of social media and marketing strategy under Capstak with multiple awards and proven success, building value add relationship's and partnerships with RECA, PublicAssets, NAR, NAI Global & Mexico, SIOR Global, NAIOP, ULI, MBA, CCIM, CREW, CBRE, Colliers and many more.
- Senior Account Executive for Capstak Real Estate Services, researching and connecting capital seekers with capital providers. Vetting the capital seekers and building relationships and contracted referrals with high level seasoned nationwide debt and equity providers. Within less than one month was able to place over \$160MM in the sales pipeline on projects in multiple states.
- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations strategy. Primary focus is to enhance the firms image and position within the marketplace, general public and agent population.
- Prepare and distribute developer and brokerage marketing materials including; extensive offering memorandum marketing pieces, high profile time sensitive request for proposals, property and development brochures/packages, submarket and regional area mapping updates, quarterly market trends reports, RFP responses, broker opinion of value packages, listing and build to suit proposals and tour packages.
- Design and develop content and implement marketing campaigns for company websites and broker websites as well as constantly updating all commercial real estate property websites with date pertinent information ensuring a timely transaction
- Prepare and format all legal documents including but not limited to; Purchase and Sale Agreements, Letter of Intent, Request for Proposal/Response, Offering Memorandums, Property Escrow Timelines, Acquisition of Funds, Operating Agreements, Investment Term Sheets, Lease Agreements and anything pertaining to inter office management.
- Measure the success of marketing programs against defined goals and necessary recommendations for adjustments
- Plan and monitor sales training on data management, client retention, social media activity, real estate listing services, etc. Prepare marketing reports for investors and management, while overseeing and ensuring integrity of company brand
- Monitor various real estate publications editorial calendars and work with public relations firm to ensure widespread company presence. Responsible for company, project and employee press releases

- Be aware of marketplace and look for unique opportunities to position the firm's developments and achievements.
- Develops short- and long-term plans and budgets for the marketing/communications/public relations program and its activities. Monitors progress, assures adherence and evaluates performance.

**Grubb & Ellis|NCG, Reno, NV**

**2006 – 2012**

***Marketing, Transaction Director , Broker/ SEO & Social Media Manager***  
**Retail, Industrial and Investment Divisions**

- Prepare and distribute marketing materials including; extensive aerial maps, team promotion marketing pieces, property brochures/packages, submarket and regional area updates, quarterly market trends reports, RFP responses, broker opinion of value packages, listing proposals and tour packages.
- Design and implement division marketing pieces for print distribution and web content development
- Prepare, format and produce Letter of Intent to Purchase or Lease, Purchase and Sale Agreements, Lease Agreements, Lease Listing Agreements, Sale Listing Agreements, Build to Suit Listing Agreements, client and prospect correspondence, account and commission invoicing and all related administrative related materials.
- Work closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes and timelines. Revamped a client's marketing calendar and helped generate the largest record of sales in the company's history.
- Lead marketing team to ensure goals are met timely
- Establish marketing strategies for overall corporate entity and individual business units
- Monitor and oversee implementation of marketing initiatives with outside service providers such as designers, sign companies and mail houses
- Contribute to design and distribution of marketing programs such as web, newsletter, direct mail, advertising, flyers, referral programs and signage
- Selectively write, copy and edit work produced by others
- Oversee and ensure integrity of company brand
- Manage social media activity and contribute information to each source
- Maintain corporate website content, images, and SEO/website traffic data
- Manage email marketing design and processes with internal and external clients
- Identify and gather appropriate prospect lists for marketing campaigns
- Meet and manage ad deadlines with news, magazine and online publications
- Manage multi-media projects such as photo shoots and video shoots, including editing and implementation of the final product

- **Technical Skills**

**Microsoft Office**

- Word, Outlook, Publisher, Excel, Power Point, Access

**Adobe Master Collection**

InDesign, Illustrator, Photoshop, Acrobat Pro, Reader

**Web Development/Management & HTML Coding Software**

Word Press, PHP

**Internet, Social Media and SEO Management, Software Applications**

Internet Explorer 32 and 62bit, Firefox, Mozilla, Google Chrome, Google Business Apps, Salesforce  
 Facebook, Linked In, Twitter, Google +, Insightly CRM, Slack, Trello, Asana, JIRA, Expensify

**Education and Licenses**

NEVADA REAL ESTATE SALESPERSON LICENSE  
RENO HIGH SCHOOL

Achieved 2005  
Graduated 2001