

## PROFESSIONAL PROFILE:

### DAVID F. ETZOLD



SELF STORAGE SALES NETWORK

The Cortez Building  
310 North Mesa, Suite 824  
El Paso, Texas 79901  
(915) 845-6006  
(915) 351-9255 facsimile  
Email: [etzoldco@att.net](mailto:etzoldco@att.net)  
Website: [www.EtzoldCo.com](http://www.EtzoldCo.com)



### EDUCATION, TRAINING & AWARDS

**B.A., English Literature, 1976;** The University of the South, Sewanee, Tennessee.

**Graduate Studies in Real Estate** (nine semester hours), College of Business, University of Texas at El Paso.

**Graduate, Land Title School of Texas;** Texas Land Title Association and the University of Texas at San Antonio.

**Graduate, New Mexico Land Title School;** New Mexico Land Title Association and the University of New Mexico.

**CCIM Course CI 101**, “Financial Analysis for Commercial Investment Real Estate”; Commercial Investment Real Estate Institute, December 1998.

**SmartCode Workshop, *PlaceMakers*** (sixteen hours APA CE credit) Nov 29, 2011 El Paso, TX

**Texas Real Estate Broker;** TREC Licensed #0308096 since November 1981.

**Texas Real Estate Property Tax Consultant;** TDLR License #547, March 1992.

**1992 Lone Star Trophy Award** now called the “*William Jennings Lone Star Trophy*”, from the Texas Association of Realtors for the “*Outstanding Commercial Transaction of the Year*” - a multi-property, multi-owner industrial income sale on ground-leased land within the Butterfield Trail Industrial Park and Foreign Trade Zone, El Paso, Texas. First El Paso Broker to receive this statewide recognition.

## **BUSINESS EXPERIENCE**

- July 2001 to Present**  
**ETZOLD & CO**  
*Industrial & Commercial Real Estate Brokerage & Consulting Services*  
**www.EtzoldCo.com**  
*Argus Self Storage Brokerage Network - New Mexico & West Texas Region*  
**www.ArgusSelfStorage.com**  
The Cortez Building  
310 North Mesa, Suite 824  
El Paso, TX 79901  
**Title:** Owner and Principal Broker
- July 2001 to Present**  
**DEVCON ASSOCIATES**  
*Professional Land Use and Real Estate Development Consultancy*  
**Title:** Principal
- July 2003 to 2007**  
**UNISON SITE MANAGEMENT**  
*Specialists in Cellular Site Lease Acquisition*  
**Title:** Site Development Officer  
**Reference:** George Pedraza, Managing Director (210) 388-0288
- June 2002 to 2008**  
**JAMES A. KELLER REALTORS, INC.**  
*Brokers, Developers and Property Managers in Commercial Real Estate*  
**Title:** Broker Associate, Property Manager  
**Reference:** Jim Keller, SIOR (915) 227-6445
- August 1999 to July 2001**  
**SOUTHWEST COMMERCIAL REAL ESTATE GROUP**  
*Industrial & Commercial Real Estate Brokerage-El Paso*  
**Title:** Broker of Record, Founding Partner  
**Reference:** Alton Setliff, Principal (915) 433-7353
- October 1992 to August 1999**  
**BEST REAL ESTATE, INC / BEST REAL ESTATE ADVISORS**  
*Industrial & Commercial Real Estate Brokerage & Consultancy*  
**Title:** Broker Associate and Senior Consultant  
**Reference:** Laura Pople, President (915) 533-4901
- April 1990 to September 1992**  
**ROGERS & BELDING, INC.**  
*Commercial Real Estate Brokerage-El Paso*  
**Title:** Broker Associate/Consultant  
**Reference:** James Rogers, Jr (915) 204-5286
- November 1984 to April 1989**  
**KASCO VENTURES, INC.**  
*Industrial Real Estate Development, Construction & Project Management*  
**Title:** Special Projects Manager  
Director of Real Estate and Marketing  
**Reference:** Veronica Callaghan, Vice-President (915) 544-2060 #103
- January 1983 to November 1984**  
**CONQUISTADOR CONSTRUCTION COMPANY, INC.**  
*Residential Development and Construction-El Paso*  
**Title:** Executive Vice-President  
*(Entity no longer in business)*
- March 1981 - October 1987**  
**LA JOLLA PROPERTIES**  
*Distressed Real Estate Investment Partnership-El Paso*  
**Title:** Principal, Investment Manager  
**Reference:** James Scherr, Attorney at Law (915) 241-2000  
*(Entity no longer active)*
- January 1977 - March 1982**  
**LAWYERS TITLE OF EL PASO**  
*Land Title Insurance*  
**Title:** Title Examiner  
Escrow Officer  
**Reference:** Ron Rush (915) 225-8210 *(now with Stewart Title of El Paso)*

## PROFESSIONAL REFERENCES

### U.S. Bankruptcy Trustee (Retired)

Mr. Donald Leslie  
(575) 258-3295  
[lesliedonald@aol.com](mailto:lesliedonald@aol.com)

### U.S. Bankruptcy Trustee (Former)

Mr. Andrew Krafur, **President**-Spira Footwear Inc.  
110 Mesa Park Drive, El Paso, TX 79912  
[akrafur@spira.com](mailto:akrafur@spira.com) (915) 838-8640

### Client - Site Selection & Disposition

Mr. Alan Payne, President  
Border Entertainment, Inc  
Austin, TX (512) 514-2885

### Client - Land Use & Zoning Consultation

Mr. Gilbert Malooly, Sr.  
GEM Real Estate  
(915) 204-9546

## AREAS OF PROFESSIONAL FOCUS

### **BROKERAGE AND ASSET MANAGEMENT SKILLS**

1. ***Full Service Commercial Brokerage Services:*** Exclusive representation of sellers, purchasers, tenants and landlords alike based on commission-paid fees. Over thirty years of active commercial real estate practice are brought to bear on a wide range of assignments with equal skill and focus: income and investment property sales and acquisitions, a wide variety of land transactions (from pad sites and facilities for users, to large developable acreage, mixed use properties and rural farms), distressed property disposition counseling and acquisition supervision, real asset value-enhancement through management and entitlement assessments. Most brokerage assignments begin with consultations, problem identification and strategic assessment of options to achieve a particular goal. The counseling aspect of my brokerage and leasing work has been recognized often by parties to transactions who were not necessarily my initial client. A significant portion of our real estate brokerage and counseling assignments over the years has derived from “referral business”, from client work that was recognized and appreciated and/or recommended to someone by a non-client in a transaction.
2. ***Professional Peer Recognition:*** Recipient of the “*Lone Star Trophy*” from the Texas Association of Realtors for the **Top Commercial Transaction in the State of Texas**. This 1992 award, the first ever awarded to an El Paso commercial real estate broker, recognized the execution and successful completion of a complex sale of two large portfolios of investment-grade industrial income properties on city-owned, ground-leased land in the Butterfield Trail Industrial Park at the El Paso International Airport. Personally managed the listing team which included several agents and outside consultants. The award is now known as the “*William Jennings Lone Star Trophy*” by TAR and speaks to the level of peer recognition and professional skills of the awardee. My role, as the brokerage team leader, was to conceive of the initial

marketing objective and define the challenge, to supervise and manage the listing and marketing relationship with three unrelated portfolio owner/clients, each with varying degrees of sophistication and disparate goals. We counseled the owners on aspects of asset valuation and ground lease status, marketing presentation, buyer identification, contract term negotiation, and eventual approval of parcel ground lease extensions/assignments through the City of El Paso for the closing.

3. ***Master Planned Mixed-Use Community Project Management*** from 1983-1989 worked for a major developer (KASCO Ventures) of the 3,000-acre master-planned *Rancho Las Lomas* development in Northwest El Paso. Was the designated Project Manager of a 4-person in-house team and a 7-person external team overseeing the project; counseling the ownership of the property to help create and implement disposition strategies with coordinated financial modeling projections; supervised the feasibility study, master planning, zoning and initial subdivision platting of the project; acted as the liaison with our local brokerage community; advised and supervised peripheral site acquisition and “blocking-up” activities that maximized the developability of the project; consulted and advocated for the owners with State and Federal Highway departments on the creation of a new interchange on Interstate 10 (Arcraft Road); oversaw the creation of roadway and utility right of way grid throughout project area in the Master Plan process; oversaw public and private communication with two adjacent school districts (El Paso and Canutillo) for designation and acquisition of elementary and high school sites within and near the project; assisted with establishment of El Paso’s first privately chartered Foreign Trade Zone (FTZ #150) on the industrial portion of the project; counseled the owners on the creation of CCR’s and deed restrictions for the initial phases of the project.
4. ***Exclusive Representation (Buyer Rep)***: Under exclusive contract for three years with the El Paso Water Utilities Public Service Board (PSB) for brokerage and advisory services related to the purchase of large tracts of farm land with agricultural water rights in El Paso County, Texas and southern Dona Ana County, New Mexico in El Paso’s *Upper Valley*. The assignment involved strategic planning for acquisition of parcels that would provide long-term development potential and have present adjudicated irrigation water rights from the Rio Grande Irrigation System. Agricultural water rights are transferred, after purchase of the land by the City, to municipal water rights - which are then useable by the water utility for domestic water service. Under this program from 1998 to 2001 we developed and executed a plan to negotiate for and acquire over 1,100 acres of land in the El Paso Upper Valley for the Public Service Board. Much of this work now informs my present service on the Far West Texas Water Planning Group of the Texas Water Development Board.
4. ***Real Estate and Property Management Services*** are advisory in nature and based upon sound, client-centric, value-oriented, business planning principles. These “asset management” services are offered to selected accounts that will both complement our skill base and provide counseling, brokerage and leasing opportunities for the firm. The philosophy of “equity enhancement” is at the core of our management practice.

This philosophy seeks to improve an owner's net operating income from an asset by holding expenses in check and increasing gross rental income, while at the same time caring for the tenant base to preserve existing cash flow. Monthly income and expense reporting to owners and active interface with tenants in the buildings is key to the success of this practice. Leasing services are usually compensated by monthly commissions. Management Fee rates are based on the number of tenants, the age of the property and the type of leases in place. Recently managed *The Atrium* office building: a 60,000sf, 29-tenant, Class B office property in East Central El Paso.

## CONSULTING SKILLS

1. ***Development Management:*** “Cradle-to-Grave” consulting and supervisory services related to creating value from the development, construction or re-construction of real property. Acquisition, planning, feasibility study, architectural supervision, plan development, costing, financial modeling, construction bidding and supervision, leasing or disposition services all play a role in the process of working with a client to develop a vision of a final product in the marketplace - and are skills that can be applied to a project in a holistic counseling process. We have had recent experience in this full range of professional services with Renova Plaza, a 2.5-acre 21,000sf medical/dental professional center in Northwest El Paso.
2. ***Qualified Expert Witness*** in the State and District Courts in the State of Texas: market value, land use, brokerage activities and services, market analysis, right of way condemnation and other elements of eminent domain cases. Experience in valuation testimony in Federal Bankruptcy Courts in both Texas (El Paso) and Illinois (Chicago). We frequently represent property owners as a defense team member to develop and implement strategies in condemnation cases, and also represent clients in Ad Valorem Tax Valuation Protests.
3. ***Market Analysis:*** Project Evaluation, Feasibility Studies, Planning and Development of master planned projects and communities, and Due Diligence Investigations. Consultant to several mortgage investment firms on “REO” properties, especially on market valuations and disposition strategies for specific properties. Market Value Analyses (MVA's) and Broker's Price Opinions (BPO's) performed regularly for: *Bayview Loan Servicing LLC (Boca Raton, FL)*, *Staubach Co. (Dallas, TX)*, *MortgageRamp (Horsham, PA)*; *National Property Acquisition Consultants (West Palm Beach, FL)*; *FirstCity Servicing Corporation (Waco, TX)* and *Wells Fargo Bank-El Paso*.
4. ***Professional Land Use Consulting (Entitlements):*** Preparation, representation and processing of hundreds of zoning, special permit, subdivision and land use cases since 1988. Tasks include researching, preparing, and representing the cases through the City of El Paso entitlement process. Past-Chairman of the El Paso City Plan Commission for four years (1984-1987), which included the task of oversight, supervision, and creation of the *El Paso 2010 Long Range Comprehensive Plan*.

- SmartCode Workshop (PlaceMakers-El Paso 2011)* certified sixteen hours CE credits contribute to overall depth of understanding of this aspect of the consultancy.
5. **Cellular Site Acquisition:** Acquisition specialist for GTE Mobilnet (later Verizon Wireless), secured dozens of sites in the El Paso County area from 1997 – 2001. Instrumental in assisting in the creation of a new set of zoning guidelines for cellular sites adopted and implemented by the City of El Paso in the late 1990’s. Retained as consultant from 2003 to 2007 for *Unison Site Management*, a Wall Street-based financial company specializing in purchasing cellular site leases from property owners.
  6. **Title Examination and Research:** A useful skill set in due diligence investigations of any kind, right of way and easement acquisition, commercial and industrial site selection processes, master plan processing and development, land use consulting and property valuation assignments. Title research and examination training received during six years in the land title insurance business in El Paso and Southern New Mexico, and through the Texas and New Mexico Land Title Schools.

## **LECTURES, SPEECHES AND PRESENTATIONS**

<b>January 2014 – Present</b>	<b>Presentation:</b> “ <u>ASARCO Site Redevelopment Opportunities</u> ” <i>Public information on the future potential of the remediated 458-acre site once used by ASARCO on Interstate 10 in Central El Paso, by Etzold &amp; Transwestern.</i> Given to various civic and business organizations (Rotary, Kiwanis, Lions, Realtors, CCIM Chapter, etc.) as the Co-Listing Broker.
<b>January 19, 2006</b>	<b>Lecture:</b> “ <u>Site Selection...More than Location, Location, Location!</u> ” <i>Fact or Fiction: Entrepreneurial Basics 101 Conference</i> , El Paso Empowerment Zone, Camino Real Hotel, El Paso.
<b>Regular Lecturer</b>	<b>Lecture:</b> “ <u>Site Selection...More than Location, Location, Location!</u> ” “ <i>Franchising, the Big Picture</i> ” a bi-annual seminar by <i>The Franchise Center</i> , University of Texas at El Paso, College of Business.
<b>January 4, 2001</b>	<b>Keynote Speaker:</b> “ <u>The Greater El Paso Housing Development Corporation: Who, What and Where?</u> ” Rotary Club of El Paso Luncheon.
<b>October 12, 2000</b>	<b>Speaker/Panel Participant:</b> “ <u>The El Paso Office Market, Overview and Forecast</u> ” CCIM-IREM Annual Real Estate Dinner, Camino Real Paso Del Norte Hotel.
<b>August 1999</b>	<b>Speaker:</b> “ <u>Housing Redevelopment Opportunities in Central El Paso</u> ” Central Business Association Luncheon, Camino Real Paso Del Norte Hotel.

- February 1997** **Speaker:** "Dynamics of the El Paso Real Estate Market"  
Sunrise Rotary Club of El Paso, Cliff Inn.
- June 1993** **Speaker:** "Housing and Population Trend Analysis in El Paso County" CCIM - El Paso Chapter, Monthly Luncheon Meeting, El Paso Club.
- January 1992** **Speaker:** "El Paso Infrastructure and Investment: Building For Our Future" Leadership El Paso Class 14 Workshop, El Paso, Texas.
- March 28, 1991** **Presentation:** "Overview of El Paso Real Estate Markets: A Global Perspective - Greater El Paso Association of Realtors, Commercial Investment Division; El Paso, Texas.
- March 26, 1991** **Speaker:** "Why El Paso? Global and Regional Trends Affecting the Pass of the North" Leadership El Paso Alumni Association Luncheon.
- June 23, 1989** **Speaker:** "The Paso del Norte Trade Area: An Historical Perspective for the Future" Grubb & Ellis Maquiladora Marketing Group Seminar and Area Tour, Santa Teresa, New Mexico.

## **COMMUNITY EXPERIENCE/ AFFILIATIONS**

- 2003 – Present** **FAR WEST TEXAS REGIONAL WATER PLANNING GROUP**  
*Texas Water Development Board-mandated Regional Water Planning for Hudspeth, Culberson, Brewster, El Paso, Jeff Davis, Terrell and Presidio Counties (Region E)*  
Voting Member - *Building & Real Estate Interests.*
- 2010 – Present** **DIOCESE OF THE SOUTHWEST-ACNA**  
Delegate to Diocesan Synod  
Delegate to Anglican Church in North America (ACNA) Provincial Assembly
- 2002 – 2007** **EPISCOPAL DIOCESE OF THE RIO GRANDE**  
Deputy to General Convention (2006-2009) Diocesan Council (2002-2007) Vice-President, Diocesan Council (2005-2006) Digging New Wells Advisory Committee Trustee (2000-2006) Bishop Search Committee (2004) Cathedral Chapter (2004-2007) Resolutions Commission (2005)
- 1998 – Present** **COMMERCIAL INVESTMENT REAL ESTATE INSTITUTE**  
Candidate Member, pursuing CCIM designation.
- 1998 – 2003** **GREATER EL PASO HOUSING DEVELOPMENT CORPORATION**  
**Chairman of the Board (2000)** *501.C.3 Corporation*

*affiliated with the Greater El Paso Chamber of Commerce*

**1984 - 2005**

**ROTARY CLUB OF EL PASO**

Senior Active Member: "Real Estate-Commercial-Consulting". Chairman, Youth Exchange Committee (1990-1997).  
Co- Chairman, Sun Bowl Team Luncheon Committee ('97-'98).

**1954 – Present**

**CHURCH OF ST CLEMENT (ANGLICAN)**

Vestry (1998 - 2000) **Senior Warden (1999-2000)**  
Rector Search Committee-Chairman (2005-2006)  
Delegate to Diocesan Synod (2010- Pres)

**1982 - 1987**

**EL PASO CITY PLAN COMMISSION**

Member. Chairman of Zoning and Long Range Comprehensive Plan Sub-Committee (1983)  
**Chairman of the Commission (1984-1987)**

**1986 - 1987**

**LEADERSHIP EL PASO (Class 9)**

*Greater El Paso Chamber of Commerce*  
Member.

**PERSONAL DATA**

**DATE OF BIRTH:**

May 1, 1954

**BIRTHPLACE:**

El Paso, Texas

**FAMILY STATUS:**

Married 30 years, three children, two grandchildren

**HOBBIES & INTERESTS:**

Backpacking, camping, sailing, photography, tennis, astronomy, archeology, paleontology and snow skiing.