

# Corporate History



Motivation, Inc. was established in 1991 as a real estate management and consulting company designed to meet the needs of small affordable property owners and operators. Additionally, the company provided secret shopper services to national management companies, restaurants and hotel chains.

In 1992, the company developed and facilitated its first professional customer service and leasing training program. By 1996, Motivation, Inc. had sold its management and secret shopper services contracts and focused solely on the creation and delivery of motivational and educational seminars and workshops to the real estate and sales business sector.

On January 18, 1997, Motivation, Inc. conducted its first self-empowerment workshop offered to the general public and enjoyed great reviews of its *“Your Ladder to Success”* Workshop. This public success gave way to the creation of many new seminars and workshops designed to meet the needs of Corporate America and individuals wanting to achieve a higher level of satisfaction in their personal and professional lives.

Today, Motivation, Inc. focuses on providing comprehensive technical assistance to property management companies,

public housing authorities and related associations and organizations with emphasis on staff training and organizational development and systems process reengineering. The company also provides empowerment and employment training to low-income/public housing residents and persons with disabilities.

In April 2007, we created a non-profit Reaching Back, Inc. as a vehicle to expand the Triangle of success training to more low-income participants across the country.

Our impressive client and public presentations list is available by request, but is second only to the professional list of consultants we provide to meet their vast and diverse needs. Whether dealing with a small property owner or conducting a national industry convention presentation, Motivation, Inc. is committed to providing dedicated engagement specific information to meet our clients contracted needs.

In 2003, Motivation, Inc. [Est. 1991] was absorbed as a part of Motivation 1, Inc., a Georgia Corporation (Control # 0367731) d/b/a Motivation, Inc. filed in the Paulding County, GA on December 15, 2003. Paulding County Business License ID 10104.

# Capability Statement



Motivation, Inc. is qualified to perform requested tasks and more, based on our rich history supporting other clients in like assignments. Here is a point-by-point overview of our corporate and leadership experience:

- ▶ 25 years of affordable housing real estate consulting
- ▶ 16 years of providing Fair Housing Training Nationwide
- ▶ 25 Years of providing clients 504 and fair housing compliance advise
- ▶ 14 years managing, consulting and acting as interim executive director in a PHA environment
- ▶ 25 years of working with low and very-low income residents of HUD programs, including Resident Associations, Resident Advisory Boards, and Resident Management Corporations
- ▶ 28 years of professional training
- ▶ 23 years of training in the real estate industry
- ▶ 24 years of developing and supporting the developers of affordable housing financed with multiple revenue streams including:
  - 25 years of Low Income Housing Tax Credits (IRS-Section 42)
- 25 years of HUD programs including project based Section 8, public housing, senior housing Section 202, Community Development Block Grants, HOME, etc.
- 12 years of Municipal Tax Exempt Bonds
- 25 years of conventional debt
- 20 years of municipal soft second and third tier financing
- ▶ 14 years of developing programs, contracting, organizing, training, and supporting Section 3 training and employment programs
- ▶ Created a half dozen Section 3 businesses since 2003 with some achieving more than \$300,000 in earned revenue in their first six months of operations

- ▶ Managed portfolios of public housing assets through the first wave of privatization and created a partnership with resident leaders and management to form a successful resident-rich services program
- ▶ Converted the only housing authority in the nation to 100% privatization in 2002 including all 3000 homes and 115 employees
- ▶ 20 years of developing family programs designed to strengthen families, keep families together, enhance education, break the cycles of poverty, and assist families to transition beyond affordable housing
- ▶ 25 years of developing Affirmative Action and Marketing Plans for Affordable, Public and Conventional Housing projects assuring equal access to employment, housing and

contracting opportunities for all people with emphasis on minorities, women and the disabled

- ▶ Hired more public housing residents & resident owned businesses than any other management company in Atlanta
- ▶ Consistently pay higher than Davis-Bacon wage rates to all Section 3 employees
- ▶ In the past eight years Motivation, Inc. has contributed in excess of \$750,000 in cash and in-kind services to support low income people with an emphasis on public housing residents
- ▶ Provided real estate consulting, management, development and training services across the country including the states of:

- Illinois
- Indiana
- Minnesota
- Kansas
- Missouri
- Nebraska
- Georgia
- Florida
- California
- Louisiana

- North Carolina
- South Carolina
- Oklahoma
- Utah
- Wisconsin
- Mississippi
- Alabama
- Arizona
- Texas
- Colorado

- Michigan
- Tennessee
- Arkansas
- Ohio
- New Mexico
- New Jersey
- Virginia
- New York
- Pennsylvania
- Wyoming

- Iowa
- Kentucky
- Nevada
- Massachusetts

# Corporate Resume



|           |   |  |  |
|-----------|---|--|--|
| 1987-2002 | <b>Owned 3 Property Management Firms and Operated over 40,000 housing units, 300K SF of Industrial, 500SF of Mall/Strip Center and 250K SF of Office Space for Institutional and Private Investors and managed approximately 500 personal</b> | Illinois, Florida, Indiana, California, Minnesota, Kansas, Louisiana, Texas, Tennessee, Iowa, Nebraska, Missouri, & More | Professional Asset and Property Management, Pre-Development and Acquisition Due-Diligence, Affirmative Marketing Plans, Market Surveys, Repositioning Due-Diligence, Property Inspections, Construction Management and General Contractor Services, etc. |
| 1997      | <b>Gilbert Gardens Resident Management Corporation (AHA)</b>  | Atlanta, GA  | Began Creation of 1st Section 3 Business Concern (RMC) Resulting in 4 Contracts for Service  |
| 1998      | <b>Atlanta Housing Authority</b>  | Atlanta, GA  | Created On The Job Training & Mentoring Program  |
| 2002      | <b>NAHRO National Conference</b>  | Seattle, WA  | Professional Development Services  |
| 2003      | <b>Bankhead Courts Resident Council - Resident Owned Business (AHA)</b>   | Atlanta, GA  | Section 3 Compliance Services  |

|             |   |                 |  |
|-------------|---|-----------------|--|
| 2003        | <b>Flint Area Consolidated Housing Authority</b>                    | Montezuma, GA   | Section 3 Compliance Services  |
| 2003        | <b>Fort Valley Housing Authority</b>                                | Fort Valley, GA | Section 3 Compliance Services & Resident Council Organization  |
| 2003        | <b>Hollywood Courts Apartments Resident Council (AHA)</b>           | Atlanta, GA     | Section 3 Compliance Services  |
| 2003        | <b>NAHRO National Conference</b>                                    | Dallas, TX      | Professional Development Services  |
| 2003 - 2010 | <b>Florida Association of Housing &amp; Redevelopment Officials</b> | Statewide       | Section 3 Compliance Services & Staff Professional Development Services  |
| 2004        | <b>Jurisdiction Wide - Resident Leadership Council, ROB (AHA)</b>   | Atlanta, GA     | Section 3 Compliance Services  |
| 2004        | <b>Tampa Housing Authority (Hope VI)</b>                            | Tampa, FL       | Section 3 Compliance Services  |
| 2004 - 2010 | <b>Griffin Housing Authority</b>                                    | Griffin, GA     | Section 3 Compliance Services, Real Estate Development, Executive Recruitment, Staff & Resident Professional Development |
| 2004-2009   | <b>Lithonia Housing Authority</b>                                   | Lithonia, GA    | Real Estate Development, Board of Commissioners & Staff Professional Development Services                                |

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|-----------|--|----------------|---|
| 2005      | <b>Norsouth Development Corporation</b>    | Atlanta, GA    | Real Estate Development & Acquisition Services & Professional Development Services                        |
| 2005-2010 | <b>Southwest Georgia United, Inc</b>       | Vienna, GA     | Real Estate Development & Acquisition Services & Professional Development Services                        |
| 2006-2007 | <b>Northeast Georgia Housing Authority</b> | Toccoa, GA     | Section 3 Compliance Services   |
| 2007      | <b>Empire Construction</b>                 | Knoxville, TN  | Section 3 Compliance Services   |
| 2007      | <b>Motivation, Inc.</b>                    | Atlanta, GA    | Developed the dynamic Triangle of Success Training Program  |
| 2007      | <b>Motivation, Inc.</b>                    | Atlanta, GA    | Incorporated New Section 3 Turnkey Business (Byron & Charlotte's Turnkey Services, LLC)                   |
| 2007      | <b>Motivation, Inc.</b>                    | Atlanta, GA    | Contracted with Moving Up, LLC (ROB) on major construction project  |
| 2007      | <b>Motivation, Inc.</b>                    | Atlanta, GA    | Contracted with Byron & Charlotte's Turkey Services, LLC (ROB) on Multi-Million Dollar Project in Georgia |
| 2007      | <b>Motivation, Inc.</b>                    | Greenville, GA | Contracted with several Section 3 Businesses on Motivation, Inc. owned assets                             |
| 2008      | <b>Fairburn Housing Authority</b>          | Fairburn, GA   | Professional Development Services   |

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|-------------|---|-------------------|--|
| 2008        | <b>Palmetto Housing Authority</b>   | Palmetto, GA      | Professional Development Services  |
| 2008        | <b>Union City Housing Authority</b>   | Union City, GA    | Professional Development Services  |
| 2008-2009   | <b>Snyder Companies</b>   | Bloomington, IL   | Professional Development Services  |
| 2008-2009   | <b>Wilson-Register Management Co.</b>                                       | New Orleans, LA   | Professional Development Services  |
| 2009        | <b>Athens Housing Authority</b>   | Athens, GA        | Professional Development Services  |
| 2009        | <b>Georgia Association of Housing &amp; Redevelopment Officials (GAHRA)</b> | Statewide         | Section 3 Compliance Services  |
| 2009        | <b>Jasper Housing Authority</b>   | Jasper, AL        | Professional Development Services  |
| 2009        | <b>Lavonia Housing Authority</b>  | Lavonia, GA       | Professional Development Services  |
| 2009        | <b>Milledgeville Housing Authority</b>                                      | Milledgeville, GA | Professional Development Services  |
| 2009 - 2011 | <b>Florence Housing Authority</b>   | Florence, AL      | Section 3 Compliance Services, Staff & Resident Professional Development |

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|-------------|---|--------------------|-----------------------------------|
| 2010        | <b>Adams Metropolitan Housing Authority</b>                         | Manchester, OH     | Section 3 Compliance Services     |
| 2010        | <b>Akron Metropolitan Housing Authority</b>                         | Akron, OH          | Section 3 Compliance Services     |
| 2010        | <b>Alabama Association of Housing &amp; Redevelopment Officials</b> | Statewide          | Section 3 Compliance Services     |
| 2010        | <b>Albany Housing Authority</b>                                     | Albany, GA         | Professional Development Services |
| 2010        | <b>Alexander City Housing Authority</b>                             | Alexander City, AL | Section 3 Compliance Services     |
| 2010        | <b>Americus Housing Authority</b>                                   | Americus, GA       | Section 3 Compliance Services     |
| 2010 - 2011 | <b>Athens Metropolitan Housing Authority</b>                        | Athens, OH         | Section 3 Compliance Services     |
| 2010 - 2011 | <b>Bloomington Housing Authority</b>                                | Bloomington, IL    | Section 3 Compliance Services     |
| 2010        | <b>Bowling Green Housing Authority</b>                              | Bowling Green, KY  | Section 3 Compliance Services     |
| 2010        | <b>Carbon County Housing Authority</b>                              | Price, UT          | Section 3 Compliance Services     |

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|-------------|---|--------------------|---|
| 2010        | <b>Cincinnati City Council Job Creation Committee</b> | Cincinnati, OH     | Section 3 Compliance Services                                     |
| 2010        | <b>Cincinnati Metropolitan Housing Authority</b>      | Cincinnati, OH     | Section 3 Compliance Services                                     |
| 2010        | <b>City of Cincinnati, Ohio</b>                       | Cincinnati, OH     | Section 3 Compliance Services                                     |
| 2010        | <b>Clermont County Metropolitan Housing Authority</b> | Clermont, OH       | Section 3 Compliance Services                                     |
| 2010        | <b>Columbiana Housing Authority</b>                   | Columbiana, AL     | Staff Professional Development                                    |
| 2010        | <b>Columbiana Metropolitan Housing Authority</b>      | East Liverpool, OH | Section 3 Compliance Services                                     |
| 2010        | <b>Daytona Beach Housing Authority</b>                | Daytona Beach , FL | Section 3 Compliance Services                                     |
| 2010        | <b>Florence Housing Authority</b>                     | Florence, AL       | Section 3 Compliance Services & Professional Development Services |
| 2010 - 2011 | <b>Galveston Housing Authority</b>                    | Galveston, TX      | Section 3 Compliance Services                                     |
| 2010        | <b>Georgia Rehabilitation Association</b>             | Statewide          | Section 3 Compliance Services                                     |

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|-------------|--|----------------------|-----------------------------------|
| 2010        | <b>Hamilton County, Ohio</b>   | Cincinnati, OH       | Section 3 Compliance Services     |
| 2010 - 2011 | <b>Hocking Metropolitan Housing Authority</b>  | Logan, OH            | Section 3 Compliance Services     |
| 2010-2011   | <b>Hope VI Stakeholders with Trenton, NJHA, Local 55, A Better Way, Inc. and others.</b> | Trenton, NJ          | Section 3 Compliance Services     |
| 2010        | <b>Illinois - NAHRO</b>  | Statewide            | Section 3 Compliance Services     |
| 2010 - 2011 | <b>Islip Housing Authority</b>   | Oakdale, NY          | Section 3 Compliance Services     |
| 2010        | <b>Jackson Metropolitan Housing Authority</b>  | Jackson, OH          | Section 3 Compliance Services     |
| 2010        | <b>Jefferson County</b>  | Jefferson County, AL | Professional Development Services |
| 2010 - 2011 | <b>Joliet Housing Authority</b>  | Joliet, IL           | Section 3 Compliance Services     |
| 2010 -2011  | <b>Jonesboro Housing Authority</b>   | Jonesboro, GA        | Professional Development Services |
| 2010 - 2011 | <b>Jurisdiction Wide - Resident Advisory Board (CMHA)</b>                                | Cincinnati, OH       | Section 3 Compliance Services     |

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|------|---|-----------------|---|
| 2010 | <b>Kansas - NAHRO</b>                             | Statewide       | Section 3 Compliance Services   |
| 2010 | <b>Kentucky - NAHRO</b>                           | Statewide       | Section 3 Compliance Services   |
| 2010 | <b>Kingsport Housing Redevelopment Authority</b>  | Kingsport, TN   | Section 3 Compliance Services & Professional Development Services       |
| 2010 | <b>Lakeland Housing Authority</b>                 | Lakeland, FL    | Section 3 Compliance Services   |
| 2010 | <b>Leeds Housing Authority</b>                    | Leeds, AL       | Professional Development Services                                       |
| 2010 | <b>Lucas Metropolitan Housing Authority</b>       | Toledo, OH      | Section 3 Compliance Services   |
| 2010 | <b>Minority Contractors Alliance of Louisiana</b> | New Orleans, LA | Section 3 Compliance Services   |
| 2010 | <b>Northport Housing Authority</b>                | Northport, AL   | Section 3 Compliance Services   |
| 2010 | <b>Ohio Housing Authorities Conference</b>        | Statewide       | Section 3 Compliance Services & Staff Professional Development Services |
| 2010 | <b>Oklahoma - NAHRO</b>                           | Statewide       | Section 3 Compliance Services   |

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|-------------|---|---|--|
| 2010        | <b>Paducah Housing Authority</b>  | Paducah, KY   | Section 3 Compliance Services                            |
| 2010        | <b>Pennsylvania Association of Housing &amp; Redevelopment Agencies</b> | Statewide   | Section 3 Compliance Services                            |
| 2010 - 2011 | <b>Perry Metropolitan Housing Authority</b>                             | Crooksville, OH   | Section 3 Compliance Services                            |
| 2010        | <b>Pickaway Metropolitan Housing Authority</b>                          | Circleville, OH   | Section 3 Compliance Services                            |
| 2010        | <b>Piedmont Housing Authority</b>                                       | Piedmont, AL  | Professional Development Services                        |
| 2010        | <b>Portsmouth Metropolitan Housing Authority</b>                        | Portsmouth, OH  | Section 3 Compliance Services                            |
| 2010        | <b>Schertz Housing Authority</b>  | Schertz, TX   | Section 3 Compliance Services                            |
| 2010        | <b>SERC - NAHRO</b>   | Kentucky, Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi & Florida | Section 3 Compliance Services & Professional Development |
| 2010        | <b>Southeast TX Housing Association</b>                                 | Statewide   | Section 3 Compliance Services                            |

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|------|---|--|-----------------------------------|
| 2010 | <b>Southwest - NAHRO</b>  | Arkansas, Kansas,<br>Louisiana, Missouri,<br>New Mexico, Oklahoma<br>& Texas | Section 3 Compliance Services     |
| 2010 | <b>Springfield Housing Authority</b>  | Springfield, IL  | Section 3 Compliance Services     |
| 2010 | <b>Stark Metropolitan Housing Authority</b>   | Canton, OH   | Section 3 Compliance Services     |
| 2010 | <b>Sylacauga Housing Authority</b>  | Sylacauga, AL  | Section 3 Compliance Services     |
| 2010 | <b>Tennessee Association of Housing &amp; Redevelopment Authorities</b>             | Statewide  | Section 3 Compliance Services     |
| 2010 | <b>Tennessee's Community Assistance Corporation: Resident Leadership Conference</b> | Pigeon Forge, TN   | Section 3 Compliance Services     |
| 2010 | <b>Texas - NAHRO</b>  | Statewide  | Section 3 Compliance Services     |
| 2010 | <b>Texas Housing Association</b>  | Statewide  | Section 3 Compliance Services     |
| 2010 | <b>Tifton Housing Authority</b>   | Tifton, GA   | Professional Development Services |
| 2010 | <b>Trumbull Metropolitan Housing Authority</b>                                      | Warren, OH   | Section 3 Compliance Services     |

|           |  |                 |                               |
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| 2010-2011 | <b>Valdosta Housing Authority</b>  | Valdosta, GA    | Section 3 Compliance Services |
| 2010      | <b>Virginia Association of Housing &amp; Community Development Officials</b> | Statewide       | Section 3 Compliance Services |
| 2010      | <b>Wyoming Community Development Authority</b>                               | Statewide       | Section 3 Compliance Services |
| 2010      | <b>Youngstown Metropolitan Housing Authority</b>                             | Youngstown, OH  | Section 3 Compliance Services |
| 2010      | <b>Zanesville Metropolitan Housing Authority</b>                             | Zanesville, OH  | Section 3 Compliance Services |
| 2011      | <b>1st (Ever) National Section 3 Compliance Summit</b>                       | Atlanta, GA     | Section 3 Compliance Services |
| 2011      | <b>African American Chamber of Commerce-Trenton, NJ</b>                      | Trenton, NJ     | Section 3 Compliance Services |
| 2011      | <b>Boston Housing Authority-Resident Advisory Board</b>                      | Boston, MA      | Section 3 Compliance Services |
| 2011      | <b>Cherokee Nation Indian Tribe</b>  | Catoosa, OK     | Section 3 Compliance Services |
| 2011      | <b>Chillicothe Metropolitan Housing Authority</b>                            | Chillicothe, OH | Section 3 Compliance Services |

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|------|--|-----------------|--------------------------------|
| 2011 | <b>City of Clarksville</b>                           | Clarksville, TN | Section 3 Compliance Services  |
| 2011 | <b>City of Knoxville</b>                             | Knoxville, TN   | Section 3 Compliance Services  |
| 2011 | <b>Georgia Department of Community Affairs (DCA)</b> | Atlanta, GA     | Section 3 Compliance Services  |
| 2011 | <b>London Metropolitan Housing Authority</b>         | London, OH      | Section 3 Compliance Services  |
| 2011 | <b>Medina Metropolitan Housing Authority</b>         | Medina, OH      | Section 3 Compliance Services  |
| 2011 | <b>NEI General Contracting</b>                       | Braintree, MA   | Section 3 Compliance Services  |
| 2011 | <b>Norsouth Development Corporation</b>              | Atlanta, GA     | Section 3 Compliance Services  |
| 2011 | <b>Ocilla Housing Authority</b>                      | Ocilla, GA      | Resident Fair Housing Training |

# Corporate List of Services



## Professional Development Training

- ▶ Fair Housing
- ▶ Risk Management
- ▶ PHA Board of Commissioner Training
- ▶ Property Management
- ▶ How to Develop Real Estate with & without Public Housing
- ▶ Financial Management Training (Budgets & Financials)
- ▶ Sexual Harassment
- ▶ Office Etiquette (Professionalism & Diversity)
- ▶ Conversion to Asset Management/Privatization
- ▶ Resident Retention Training
- ▶ How to Manage Your Assets Fiscally in and Asset Management or Project Based Environment
- ▶ Professional Leasing & Superior Customer Service
- ▶ Team Building
- ▶ The Mine is 1 in YOU - Using Faith to Guide your Success

## Section 3 Services

- ▶ Section 3 Policy & Procedure Development
- ▶ Section 3 File Audit
- ▶ Section 3 Education Summit
- ▶ Section 3 Compliance Training for Staff
- ▶ Section 3 Employment Readiness & Professional Development Resident Training
- ▶ Section 3 Business Development & Creation Resident Training
- ▶ Section 3 Construction Trades Resident Training (Video - Classroom Only)
- ▶ Section 3 Construction Trades Resident Training - Apprenticeship (Classroom & Hands-on)
- ▶ Section 3 Data Entry & Computer Literacy Resident Training
- ▶ Annual License for use of MIS3 - Section 3 Compliance Management System

## Affordable Housing Development Services

- ▶ Development Assistance in replacing public housing with new market rate, tax credit, and bond financed mixed income single and multi-family properties.
- ▶ Pre-development or pre-purchase acquisition due-diligence including unit-by-unit inspections and take-offs, market surveys, and property file audits.
- ▶ Serve as the public housing authority's development consultant to make certain that for-profit developers are presenting honest and accurate project proposals for partnership, bond financing and/or contracting.
- ▶ Board of Commissioners Development Education Workshops
- ▶ Executive Staff Assessments and Recruiting Assistance
- ▶ Organizational Chart Planning and Budgeting (site & corporate)
- ▶ Writing all Request for Proposals (RFP) or Request for Qualifications (RFQ) for Development Partners/Master Developers and Management (if required)
- ▶ Serving as Board Advisor during the RFP Stage
- ▶ Completing RFP or RFQ Scoring for the Selection Process
- ▶ On-going Technical Assistance

## Consulting Services

- ▶ Staff Assessments
- ▶ Departmental Assessments
- ▶ Organizational Assessments
- ▶ Strategic Planning
- ▶ Board of Commissioner Advisory Services
- ▶ Executive Career Coaching & Searches (Clients Only)
- ▶ Affordable Housing Development Advisory & Consulting Services
- ▶ Resident Association Formation & Organization