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Smart Real Estate Sales, Leasing, & Property Mgmt & Maintenance



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[Eddie's Resume](#)



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Who is Eddie Joe Velie?

Everyone has probably heard before how all humans view the world around us differently. The reason is very simple because three concepts shape the way we view the world. What develops our perception is based on an individual's education, past experience, and the current and past environment in which you live now or were raised in. Simple right? Thus, here is my mini autobiography.

For the first time in my life I feel like I chose what *I want* to do for a career—real estate. Before real estate I changed careers every 7 to 8 years. These past careers appear to be perfect preparation for me as a real estate broker.

It began when I was hired part-time by Winn Dixie stores at age 16. I was a natural fit in retail because I was a happy energetic person. Some co-workers nicknamed me "smiley." Half way through my senior year at Palm Bay High school I needed a full time job because I entered the "Job Entry" program for seniors who did not expect to go to college.

The store manager, Joe Brown, was black man with a mustache who chained smoked. Regardless, I highly respected him as a successful manager, business person, the man who hired me, and it showed. We worked at the store (#2210) in the old Brevard Mall at Babcock Street and Hibiscus. It was the district supervisor, Merle Osborne's home store.

Joe went up to see Merle and they declined to give me a full time job. I turned to leave and said, "Ok, I have to go look for a full time job." Joe said, "Wait! Let me go try again." This time he returned and said, "Ok, we will put you full time at night on the stock crew." I was happy as could be. In those days, I actually looked forward to going to work.

At 18 years old I was promoted to a Dairy/Frozen Food Manager. I continued the retail career ladder by entering the management training program earning several certificates of training along the way. These included book work, on-the-job training, and sometimes trips to the Orlando HQ for classes.

[Click here to see several training certificates earned at Winn Dixie.](#)

In retrospect, the most important thing that happened to me was receiving a scholarship from Winn Dixie to go to Brevard Community College. This changed my life more than any other thing in my adult life. I didn't finish at BCC, perhaps because I was working more than full time hours. But it got me





started and I later went on to earn four college & university degrees with the highest a Master of Arts degree in Human Resource Management from HPU.

My second career was with the USAF for 8 years, 9 months. I joined for the college benefits and took full advantage of them. The USAF paid 75% tuition for all four of my degrees. I paid the rest from my salary and worked two jobs for most of the duration while stationed at Hickham AFB, HI.

When I arrived in Hawaii, I went without a car for the first year. Instead, I spent the money on flying lessons and rode a bicycle to work. I flew out of Honolulu International Airport for training. Later I learned this made it more expensive because I spent much of the time getting in and out of the Honolulu airspace instead of doing maneuvers with the Cessna 152. But, it is invaluable training at a very busy airport.

Some of my adventures with learning to fly in Hawaii were written about in flying industry publications. One in [FAA Aviation News](#), and one in [Flight Training Magazine](#). Read these two articles and you can get a good idea of what it was like. My feelings? It was awesome!

The one time I did come home while assigned to Hickham AFB for about 7 years, I was able to take several family members flying out of Patrick AFB. What a rush! Here is a picture of my [Dad and I in a Piper Warrior](#) single engine airplane (when I find it).

In February 1991 after earning my Private Pilot Certificate from the FAA, I went into the SCUBA club across the street from where I worked with the USAF. At the window getting ready to pay my dues, I said, "I got my pilot's license, I want go diving now." After a brief conversation, the man, retired MSgt Bill Ignas, said, "You want a job?" Bill had been looking for someone to replace him. I looked around and could see why.

The club house, sitting on Hickam Pier just inside of Pearl Harbor, was very unorganized and dirty. The work bench in the equipment room was covered with spare parts of air compressors, regulators, BCDs, high pressure air fittings, & tools. And that was just the beginning. The compressor was almost wore out, the rental tanks were old 2250 psi steel cylinders, equipment was old, and the place needed lots of paint.

That's how I got the job. No one else would take it! But to me, after organizing huge supermarkets for about 7 years, it was a walk in the park. I became the only paid person at Sea Lancers Diving Club for about 4-1/2 years. One year, instead of a raise, I asked the board to formally change my title from "Equipment Custodian" to "Equipment Manager." Vanity, right? Lol.

I accumulated over 700 SCUBA dives and had some wonderful and spine chilling adventures (another time -- ☺). For a short time I owned 3 boats but sold two and kept the nicest. The Bayliner Capri with a 125 HP motor served me well and helped me get the best thing that happened to me in HI.

I met my wife Nancy when she came in to join the SCUBA club. She came to the window and filled out an application. As equipment manager I did almost everything except bank the money, plan club dives, teach safety, or executive socializing. The resulting hoopla was from disagreements on whether she could join as a contract employee of Lockheed Martin (not military). Apparently, I got the deciding vote and as shallow as a guy can be, it was mostly based on how good looking she was. To my knowledge she was the only contract employee member of the club that boasted 350+ members year around.

September 1, 1994, on opening night of lobster season, we had our boats anchored and ready to dive at midnight of August 31th. Nancy was my dive partner. We caught eleven lobsters together. That was far more than any other team. The standing joke is I married her because I thought she could catch lobsters. ;-)

Nancy and I have two children together. Born in Margate FL where we moved after I left the USAF. Benjamin Allen Velie, borne in 1997, is now attending UF. Holly Anne Velie, born in 1999, is attending UCF.

Our other pride and joy is Regina Nicole Velie (Horde) who came to live with us in Hawaii about 1994. She graduated USF and lives with her husband and my two grandkids in Tampa, FL.

The USAF logistics training prepared me for my next career, if you could call it that. I was hired as a warehouse manager and left as a warehouse manager of wholesale building products, a fleet of trucks, and a manufacturing department. Little did I know the



knowledge would put me far ahead of the competition during my real estate career. How and why? Product knowledge. Realtors sell houses. Houses are our product.

Most of the wholesale products do not have labels after the master bundles (weighing as much as several thousand pounds) are taken apart for distribution to contractors working on the homes. I learned the products by sight and can easily draw the inside shape of every part of a patio screen room frame. But patios are not all.

My product knowledge of building products includes but is not limited to:

Eddie's extensive building product knowledge in the following categories

PATIO & POOL ENCLOSURES	HURRICANE PROTECTION	VINYL SIDING
Screening: 18/14, 20/20/ 20/30, in all lengths	Clear 12" storm panels (FL State code approved)	Various vinyl siding, J channel, starters
Sunscreen, Pet Screen, etc.	.050, .063 Aluminum storm panels (Miami-Dade & Broward County approved)	Vinyl soffit, vented & solid
Spline: 160, 180, 190, 200, 210, 220, 230, flat, etc.	20 Gauge, 28 Gauge steel storm panels (Miami-Dade & Broward County approved)	Vinyl accessories like gable vents, decorative, shutters, etc
Screen enclosure framing (2x2, 1x2, 2x4 thru 2x12 beams,	Aluminum accordion storm shutters	Most applicable ,nails & fasteners for vinyl
Screen Room beams up to 2" X 12" X 40' long	Aluminum Bahama storm & shade shutters	ALUMINUM HOUSING PARTS
Kick plate (all sizes) & kick plate channel (roll form & extruded)	Aluminum roll-up storm shutters	Aluminum fascia (Faces out from roof line shingles)
Patio inter-locking pan roof mfg. & Dist.	Clear 6" storm panels (Miami-Dade & Broward County approved)	Aluminum drip edge caps (between shingles & fascia)
3" aluminum Styrofoam sandwich panels 4' & 2' X up to 40' length	Fasteners for concrete, wood, hollow, aluminum, storm protection installation and more	Aluminum Soffit (between the fascia and wall looking up at roof overhang)
Fasteners, tools, & extrusions used in installation of screen enclosures	Code applicable aluminum extrusion for installation: H-headers, U-headers, F-track, & dozens more.	
HOUSE GUTTER SYSTEMS	INDUSTRIAL METALS	CLICK LOCK FLOORING
Extruded & roll form gutter systems	I Beams, angles, flat & round bars in nearly every size conceivable	7 & 8 mm Click-lock flooring in different colors & finish
5" and 3" extruded gutters	6063, 6061, Architectural and structural mill finish shapes	Hardwood thresholds (T-molding, reducers, & square nosing)
Roll form gutters & coil	WINDOWS	Hardwood stair nosing
Nails, hangers, etc.	Impact glass & Regular panes	Hardwood quarter round
Down spouts, A-Elbows, B-elbows	Hung, double hung, Case, Awning, Single sash, etc	RAILING SYSTEMS
VINYL FENCING	Vinyl windows	Residential & commercial standards
Vinyl fencing		Mechanical rail systems
Commercial & residential		Welded rail systems



I started studying real estate in January 2004 and passed the state exam in July 2004. It was a rough year because I quit one job and was laid off twice in one year. Perhaps it was obvious to everyone that my priorities had changed to real estate and not warehousing and distribution.

By January 2005 I was a full time Realtor with Century 21 leaving a month of unemployment compensation on the table. After only about nine months I moved my license to EXIT Realty. The reason I left Century 21 was that I had already discovered a flaw in the entire MLS, real estate market, and the Broward County Property Appraiser's Office.

Broward & Brevard counties use some convoluted system for determining the property taxes called "adjusted" square feet (SF). This number uploads to the MLS automatically as the "total SF." The MLS feeds every other Web site in the world with false data causing the properties to be undervalued based on total SF. I asked the Century 21 broker to allow me to change it in the MLS. She said "No" and behaved condescendingly.

I later exchanged emails with the newly elected Broward County Property Appraiser, Lori Parrish. I asked her why the county put itself in a world-wide economic disadvantage regarding international real estate buyers. I explained it to her this way.

Not everyone in the world is going to use only "living area" SF to value real estate. If I were in another country and looking to buy a property in the US, I would also consider the "total area" SF. The county's "adjusted SF" number only adds HALF the garage, patio, and porch area. Therefore a 2,000 SF LA house with a 2 car garage, a patio, and a porch *should be* 2,760 SF of total area. It uploads worldwide as 2,380 total SF.

End result? I would buy in the county that had the lowest price per total square feet, all else being equal. Still confused? Here's a chart to explain:

I left Exit Realty because after almost 2 years, they were asking me more questions than I asked them. At Exit I made top 10 in sales in the State of Florida twice and during the most difficult times of 2007 mortgage meltdown.

Read my paper titled, "[State of the Market, Summer 2007](#)," and I think you'll agree that I predicted the mortgage meltdown and subsequent economic collapse in October 2008. Hence, evidently, I have the knowledge necessary to be a real estate broker.

The problem with County & Industry Total SF Calculations:	County's Adjusted Square Feet	Industry Standard Total Square Feet
Property Sale Price:	200,000.00	200,000.00
Square Feet Under Air:	2,000.00	2,000.00
Garage SF:	210.00	420.00
Patio SF:	150.00	300.00
Porch:	20.00	40.00
Total Square Feet:	2,380.00	2,760.00
Total Price Per SF:	\$84.03	\$72.46
Living Area SF:	\$100.00	\$100.00

In March 2008, I founded Velie Real Estate (a registered dba) and never looked back. My best month ever was November 2009 when I closed two mortgages and multiple real estate sales. My slogan, "Take your Mortgage Broker Home Shopping With You", was successful.

Simultaneously, I started a company called "Velie Community Association Management" or VelieCAM for marketing purposes. To me, getting a Community Association Management (CAM) license was easy and managing HOA's was even easier. I simply did all the jobs of every board member. HOA's are non-profit corporations. The owners elect the corporate directors who elect the corporate officers from amongst themselves. The officers are the President, Vice-President, Treasurer, and Secretary. The board showed up at the meetings and gave me guidance. Simple right?

I later voluntarily closed the business because I did not like what the ridiculously pathetic bit of power did to HOA board members who were otherwise reasonable citizens. It was disturbing to watch. And not something I was comfortable with. So real estate it is!

Velie Real Estate moved to Brevard County Florida where my wife was offered a career opportunity with Harris Corporation. Plus my two kids at home needed a better education than offered in Broward County. And wow, did it pay off for them. Benjamin got into West Shore Jr/Sr High through the lottery and Holly got in through sibling preference. Ben is now a sophomore at UF and Holly is a freshman at UCF.

Our company strategy changed to property management when.

Now, we are hiring Realtors who want to grow, collaborate, be mentored, rich, and successful!

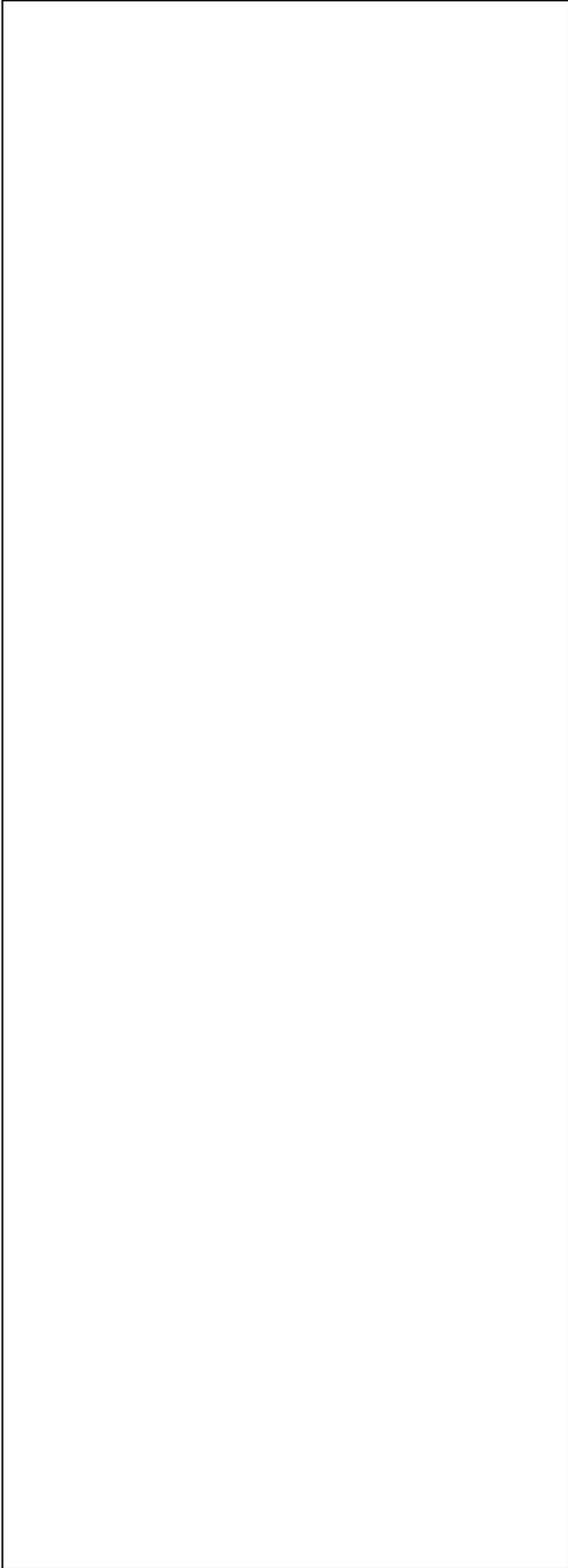
The future is bright. A paradigm of abundance is the truth. Just go and get yours!

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