

# JEREMIAH SHUYLER

## Real Estate Developer & Founder | Raw Land to Income-Producing Asset

Concept · Pro Forma · Entitlement · Design · Construction · Sales · Lease-Up · Operations

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### SUMMARY

**Creator, builder, closer, and strategist.** Always wanted to be a developer and saw no clear path in, so he founded Proper Management deliberately as a loss leader for development and construction deals: the cleanest path to high-net-worth real estate investors. It worked. It led to the Stanford Duplex, the 16th Place triplex turnaround, and Proper Development. Sees the potential in raw land, an underperforming property, or an original idea; underwrites it with pro formas built on accurate cost assumptions and revenue projections; sells the vision; and carries it through design, entitlement, permitting, and construction to an income-producing asset. Eight years closing in capital sales; designs his own decks, campaigns, and digital assets. Targeting owner-side Development Manager / Director, developer, and EIR or founder-track roles.

#### CREATE Concept & underwriting

- Original concepts: infill, value-add, glamping, RV resort, adaptive reuse
- Pro formas: cost assumptions, revenue projections, phased plans
- Design: plans, renderings, decks, digital assets

#### BUILD Entitle & deliver

- Plan approval, permitting, and entitlement
- Every phase of building construction: estimating, budgets, schedules
- Sources trades and materials anywhere, from coastal OC to the high desert

#### CLOSE Sell & manage

- Wins clients, owners, landowners, and investors on the strength of the plan
- Full client transparency and expectation management, start to finish
- Investor group and JV structuring; capital-raise campaigns; operations

### SELECTED PROJECTS

**Track record:** 1 custom home · 2 complete to-the-stud retrofits · 38 residential remodels · large Costa Mesa duplex · 16th Place triplex

#### Stanford Duplex 1105 Stanford Ave, Redondo Beach, CA

Infill new construction + retrofit & room addition | 2025

Unit B: custom-designed 723 sf 1BR/1BA beach bungalow with loft and deck · Unit A: retrofit and room addition, 720 sf

- **Origination & the sale.** Brought in as property manager for a bungalow renting at \$2,850/mo. Saw the opportunity unprompted and sold the owners, a Bay Area physician couple he had never met, on hiring him to design and build it: his first custom home.
- **Design & entitlement.** Commissioned a \$600 site plan and rendering to prove the concept, then designed the farmhouse-style unit (602 sf conditioned + storage loft, upper deck). Ran permitting and entitlement; approved July 2024.
- **Build.** Vetted and hired all trades through rough framing, then ran the job in house to completion (~15 months) and installed the finish trim personally. Added a bedroom to the existing house (1BR to 2BR) and rebuilt its envelope: Hardie siding, sheathing, insulation, 6 Title 24 windows, fascia, foundation waterproofing.
- **Client transparency.** Gave the owners an online portal showing balance remaining, spend to date, line items, amounts, and receipts at any time. Kept rent flowing with an attorney-drafted construction disclosure affidavit.
- **Result.** Approximately \$767K all-in. Signed rents of \$3,995 + \$4,095 = \$8,090/mo, up from \$2,850 (+184%, approximately \$63K/yr of added gross rent).

#### 256 16th Place, Costa Mesa, CA (Triplex)

Turnaround + full remodel | 3 units | completed 2023

1960 triplex, ~3,120 sf on a 6,375 sf lot

- **Eviction.** Brought on to manage the triplex and handle a tenant who had stopped paying; secured the unlawful detainer. The day the sheriff came to remove her, she clogged the entire plumbing system and flooded the property.
- **Remediation & recovery.** Filed an insurance claim that covered much of the mold remediation and asbestos abatement (remediation roughly \$60K to \$70K). Recovered losses for the owner by pursuing the responsible tenant and securing a lien against her estranged husband's property.
- **Remodel.** Convinced the owner to do a full exterior and interior remodel: landscaping, exterior paint and trim, new doors, flooring, cabinets, appliances, interior paint, and fixtures, approximately \$130K total, remediation included.
- **Result.** Rents of \$4,550 + \$3,750 + \$3,750 = \$12,050/mo, up from \$9,600 (approximately +25.5%, \$29.4K/yr of added gross rent). Now the most beautiful farmhouse-style triplex on a block of almost entirely identical triplexes, and the highest-earning triplex on the block. Estimated value \$2.5M to \$2.7M at a 4.5% cap rate.

### Selected Value-Add Results

Fix/flip, remodel, dock, and Airbnb conversions

- **17333 Brookhurst St #D2, Fountain Valley.** Last client fix/flip: comps sold at \$488K; proposed a \$25K interior refresh on a two-week timeline to support a \$585K ask. Delivered on time and on budget; sold for \$585K in under 30 days.
- **16352 Maruffa Circle, Huntington Harbour (2023).** Hired to salvage a damaged 120-ft dock; restored it completely, leased the home at \$18K/mo with dock rights retained for the owners, and rented the dock through a dock-sharing site when not in use.
- **2160 Via Teca, San Clemente.** Bedroom addition, new flooring, and paint throughout; rent raised from \$5,700 to \$7,195/mo.
- **717 Weelo, Costa Mesa (2024).** Complete interior remodel of a 2BR/1BA duplex unit: rented at \$3,595/mo vs. \$2,480 comps.
- **Airbnb conversions.** 8 Sarracenia, Rancho Santa Margarita (2022 to 2024): stucco tract home to Airbnb smart home, \$6,231/mo average vs. \$4,200 comps. 143 E Highland Ave, Sierra Madre: 900 sf 2BR, \$3,750 rent to \$5,753/mo Airbnb average.

## Proper Development (Morongo Basin land program)

Twentynine Palms & Morongo Basin, CA

*Development arm of Proper Management, spawned by the Stanford Duplex project*

- **Proactive Properties MOU.** Secured and delivered an MOU from Proactive Properties, the largest group of landowners in the Morongo Basin, which contracted him to conduct highest-and-best-use analysis on 2,143 acres across 70 parcels and begin developing them.
- **Project Skyfall (2022).** Large commercial glamping development on a 340-acre parcel in Twentynine Palms, contiguous to Joshua Tree National Park. Conceived it, built the pro forma and decks himself, assembled an investor group and JV structure ([view deck](#)), and submitted it for city approval. Not approved, so no capital was deployed.
- **RV Motor Coach Resort & The Rally.** A luxury RV resort on a 40-acre parcel across from Tortoise Rock Casino, and the conversion of a foreclosed Chinese restaurant into a pickleball club and social lounge.

## Beatty Development Capital Raise (for Fisher Custom Homes)

Proper Development | capital-raise campaign

- Hired by Fisher Custom Homes and contracted to create the marketing deck, a virtual rendering of the community, the email campaign, and the landing page for the Beatty development's capital raise. The raise was successful and funds were raised.

## "Desert Rose" Ranch, Twentynine Palms, CA

Acquisition + repositioning | 20 acres

*Purchased and converted a 20-acre ranch into a licensed vacation rental near Joshua Tree National Park*

- **Basis.** Acquired for \$765K and invested \$178K in the conversion, incl. pool and spa (\$943K basis). Completed, fully permitted, licensed as a vacation rental, and listed.
- **Phased pro forma.** Phase 1 projects approximately \$141K gross revenue and approximately \$58K annual cash flow after debt service. Reservation requests in a 9-day marketing window were consistent with Phase 1 projections. Added a car-camping spot on Hipcamp as a second revenue stream in the same period.

## EXPERIENCE

### Proper Management | Founder · Proper Development | Partner

Newport Beach, CA | Dec 2020 - Present

- **Growth.** Built from zero as a deliberate loss leader for development deals and grew it to 67 doors across Orange County, Los Angeles, and the high desert. \$850K+ in self-generated revenue, 2021-2025 (peak \$346K in 2024), on a no-junk-fee, no-markup maintenance model.
- **Proprietary lead generation.** Designed the system behind that growth: a custom Python script working with a rotating proxy server, Zapier, Flodesk, and Webflow that scraped active lease listings, rebranded each in Proper Management's style, and emailed it back to the landlord via Flodesk with an offer to take over leasing and management.
- **Leasing & remodels.** 263 leases completed. Scoped, budgeted, and delivered 38 residential remodels, generally \$25K to \$50K each, for owner clients and managed properties, focused on rent lift and faster lease-up.
- **Vacation rentals.** Built a portfolio of up to 5 active listings through highest-and-best-use analysis on properties being onboarded; where an Airbnb made more sense, convinced owners to furnish and convert. Approximately \$361K gross revenue 2022 to 2025 (separate from management revenue), 300+ reservations, 4.8 Airbnb host rating; hosting since 2020.
- **Operations & brand.** Oversees leasing, maintenance, turns, owner reporting, and capital projects. Produces all brand, web, listing, and marketing content in house: photography direction, pitch decks, flyers, Flodesk email campaigns, and newsletters.

### Marshall Reddick Real Estate | Property Manager & Business Development

Newport Beach, CA | Feb 2020 - Dec 2020

- Ran a 143-unit residential portfolio across OC and LA and absorbed the maintenance manager role.
- Closed 46 management agreements and 4 lease-only deals, referred 4 home sales (approximately \$2MM), and built a webinar program that converted prospects to listings and contracts. Set up a meeting for leadership to acquire a competing PM firm.

### Patton Construction / Pettine Designs / Hatfield Hardscape | Project Manager

Newport Beach, CA | 2019 - 2020

- Worked start to finish on three custom-home new-construction projects while attending Orange Coast College's Building Construction program at night. Also delivered 2 fix-and-flips: estimating, cost accounting, scheduling, plans, and Cal-OSHA.

### Summit Funding Group | Business Development Officer

Southern California | Jul 2015 - Jan 2017

- Built and ran vendor-channel equipment finance programs; negotiated rep compensation and rate and term structures.

### Ascentium Capital | Vice President, Sales

Irvine, CA | Sep 2013 - Jun 2015

- Opened the firm's first Southern California sales office. Carried individual and team quotas across leases, EFAs, vendor programs, and working capital.

### Balboa Capital | Sales Manager

Irvine, CA | Jun 2010 - Oct 2013

- Led and trained a team of 4 account executives in equipment leasing and working capital sales. #1 FMV closing rate at 67%; Top Up & Comer 2010; multiple Salesman of the Month and Quarter awards.

### Universal Metro | Cost Accountant

Los Angeles, CA | Aug 2007 - Nov 2008

## EDUCATION & LICENSE

B.A., Economics, University of Colorado Boulder, 2007 | Building Construction Certificate, Orange Coast College  
California DRE Real Estate License (active), #02131323 | Qualifies for a California contractor's license (exam not yet taken)