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RESUME

“CAN’T WE ALL JUST GET A LOAN?”

AARON RENO, VICE PRESIDENT

Aaron Reno has been working directly and indirectly with computer technologies throughout his career. Before venturing into the field of real estate in 2005, Aaron utilized his computer skills to develop company-wide systems at a multi-million dollar literacy company for children ages K-12.

After completing his undertaking in the field of education, Aaron then turned his attention to real estate finance. Although there are many helpful tools and products available to real estate agents and clients alike, most are incomplete in their design or simply not "user-friendly." It has become Aaron's new mission to systemize the way in which real estate transactions are handled, thus enabling agents to avoid errors triggered by a lack of systems and/or proper organization.

His mission was able to take shape when he decided to utilize his systematizing ability by creating a new set of real estate tools for both clients and real estate agents. In doing so, a new and improved way of visualizing and maintaining crucial data began to develop. This development led to increased efficiency, which in turn led to heightened productivity. These improvements can be witnessed firsthand upon the initial phone call or email.

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