

# Bob Cardoza CCAM®

## Chief Executive Officer, Merit



*“Our new refreshed messaging aligns itself deeply with our core values and with our clients’ expectations. “Your home. Our life’s work.” clearly addresses our core mission.”*

As Chief Executive Officer of Merit, Robert W. Cardoza, CCAM®, brings more than 20 years of experience and knowledge in the common interest development industry. Cardoza’s expertise includes community association budgeting, management programming, community service programming, staff and amenity planning and structuring governance models for large multi-faceted master-planned communities.

During his 23-year tenure at Merit, he has held several senior executive level positions. In November 2008, Cardoza took on additional responsibilities as Merit’s Executive Vice President of Business Development while keeping his role as President of Merit Association Services (MAS) which he assumed in November of 2007.

As President of MAS, Cardoza brought years of experience and knowledge in the common interest development industry having provided community association forward planning services for community developments. Clients include The Ranch Plan, Ladera Ranch, The Preserve, Santaluz and Central Park West. Cardoza also worked with his land development clientele to provide financial projections that assisted with the formation of community facilities districts, commercial/industrial corporations, community service corporations, private golf entities and mixed-use high rise condominiums. MAS has partnered with Lennar, Opus West Corporation, SunCal Companies, Five Point Communities, Lewis Operating Co., Newhall Land & Farming, Shea Homes, Wilson Meany Sullivan and Rancho Mission Viejo among others.

“As the developer for master planned communities, we set out to establish a master plan that portrays the values of community that are sought after by homebuyers today. MAS and specifically Bob Cardoza have provided the support, talent and creativity to help achieve our goal throughout the development and implementation process,” Paul Johnson, Senior Vice President of Community Development, Rancho Mission Viejo.

Cardoza holds the professional designation of Certified Community Association Manager from the California Association of Community Managers. He is also a member of the Orange County and Inland Empire chapters of the Building Industry Association and a member of the Urban Land Institute (ULI). Cardoza also serves on various building industry committees and is a sought after speaker for numerous forums including ULI’s annual meeting where he spoke on “Connecting the Global Real Estate Community.”

### About MERIT

Since 1980, Merit has grown to be one of the foremost providers of professional community association services in the Western States. Merit specializes in the forward planning and management of master planned, single family home/condominiums, active adult, and urban high- and mid-rise communities as well as rental property management for investors ([www.meritrental.com](http://www.meritrental.com)).

Merit is a subsidiary of FirstService Residential Management (FSR) is the largest manager of residential communities in North America, overseeing more than 5,600 properties and over 1.3 million residential units from 82 offices across 19 U.S. states and three provinces in Canada. Properties managed include low-, mid- and high-rise condominiums and co-operatives as well as large scale master-planned and active adult communities. In addition, it manages residential rental and REO properties for institutional and private equity clients.

FirstService Residential is a subsidiary of FirstService Corporation (NASDAQ: FSRV, TSX: FSV), a global leader in the rapidly growing real estate services sector commercial real estate; residential property management; and property services. Further information may be obtained at [www.firstservice.com](http://www.firstservice.com).

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Property Management, Inc.