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OFFICE OF THE CITY CLERK  
OAKLAND

2014 JAN 30 PM 3:51

Letter of Nomination

January 30, 2014

The Honorable City Council  
One City Hall Plaza, Second Floor  
Oakland, CA 94612

Dear President Kernighan and members of the City Council

Pursuant to City Charter section 601, the Mayor, hereby appoints the following persons as members of the following Board or Commission, subject to the City Council's confirmation

**HOUSING, RESIDENTIAL RENT AND RELOCATION BOARD**

Ramona C. Chang, Mayoral appointment to serve the term beginning February 12, 2014 and ending February 11, 2017 as a landlord member, filling a seat previously held by Linda Lonay

Thank you for your assistance in this matter

Sincerely,

Jean Quan  
Mayor

# Ramona C. Chang

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## **Top-Tier Real Estate Professional**

With Extensive Experience & Expertise In

**Income Property Acquisitions ... Multiple Property Management ... Investment Analysis**  
**Requested Guest Lecturer on Property Management ... Seasoned Negotiator**  
**Residential, Commercial & Income-Producing Property Purchases & Sales**

Top-producing real estate broker who has personally represented and negotiated the purchases and sales of more than 2,000 residential, commercial, and income producing properties for buyers and sellers in 10 local counties in the San Francisco Bay Area. Successful real estate investor and property manager who has built and managed an impressive portfolio of single, and multiple-unit residential income generating properties in California, New Mexico, and Hawaii, while owning and operating one of the San Francisco Bay Area's most successful real estate businesses.

Valued industry leader whose exemplary career accomplishments have prompted appointment to the National Association of Realtors Federal Housing Policy Commission. Recognized community leader who serves as an on-camera docent at KQED Public Broadcast TV. Active Bay Area patron who utilizes exceptional leadership, communications, and interpersonal skills to organize, lead, and direct as many as 200 volunteers in supporting charities at local events.

Accomplished speaker, subject matter expert on property management, and sought-after guest lecturer by bay area universities. Academic credentials include a BS, Business Management and accreditation as Certified Real Estate Brokerage, Certified Residential Specialist, Certified Distressed Property Expert, Seniors Real Estate Specialist, Real Estate Cyberspace Specialist, and designated Master Trainer for the California Association of Realtors. Highly-regarded by colleagues for in-depth industry knowledge and unwavering honesty and integrity.

**Corporate Property Management ... Realtor Training & Development**  
**Bay Area Rent Control ... Landlord Tenant Rights ... Fannie Mae/Freddie Mac REO Agent**  
**Certified Minority Women Owned Business ... Real Estate Fiduciary & Conservator Trust**

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## PROFESSIONAL EXPERIENCE

### **Chang & Hardeman Real Estate, Oakland, CA 1989-Present**

*Boutique Real Estate firm specializing in Alameda and Contra Costa County, sales for all types of real estate investments, property, and property management for residential, commercial, and income properties*

#### **Owner, Real Estate Broker**

Senior-level P&L responsibility for real estate business providing property management and sales of residential and commercial properties. Leads and directs sales of investment income producing buildings in Alameda and Contra Costa counties. Plans and orchestrates the delivery and administrative support of full and complete client services from sales through property management and leasing. Seasoned investment property sales executive who performs appraisals and develops comprehensive financial analyses of proposed income properties for potential buyers

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Executive-level property manager that currently manages a 40-unit property in California and numerous properties in other states, with the primary objective increasing the value of real estate investments by establishing a solid record of high occupancy, satisfied tenants, and profitable operations. Key management services provided to clients include:

- Managing each property's financial operation, ensuring rents are collected on time and mortgages, property taxes, and maintenance bills are paid in a timely manner
- Continually reducing operating expenses to deliver profitable operations
- Scheduling and managing property maintenance projects.
- Supervising repair bids and reviewing completed assignments.
- Compiling data for financial reports and providing key metrics to owners.
- Evaluating performance of employees/agents.
- Negotiating real estate sales contracts.
- Resolving customer and public complaints.
- Maintaining records, reports, and files
- Ensuring rental properties are occupied
- Analyzing market conditions including property values, taxes, zoning, population growth, and traffic volume to recommend purchases and sales of properties.

**Career Notes:** Additional mentonous sales experience as the #1 ranked sales executive out of 1,000 agents selling life and health insurance with Woodmen Accident and Life Insurance Company. Further operations management expenence as Operations Officer for the largest branch of Citizens Savings and Loan in Oakland, CA.

## **EDUCATION & CREDENTIALS**

### **BS, Business Administration**

California State University, Hayward, CA

### **Post Graduate: Statistical Programming for the Social Sciences**

California State University, Hayward, CA

## **PROFESSIONAL DEVELOPMENT & ASSOCIATIONS**

**Business Management**, American Banking Association

**Business Partnerships**, National Association of Life Underwriters

**Property Financial Planning**, National Association of Life Underwriters

**Real Estate Lending, Operations Management**, American Saving and Loan Association

**Past President (Twice)** Asian Real Estate Association

**Past Director**, Oakland Board of Realtors

**Past Director**, California Association of Realtors

**Past President**, Women's Council of Realtors

**Past VP Local** Government Relations Committee

**Ethical Diversity Committee**, California Association of Realtors

APPROVED FOR FORM AND LEGALITY

  
CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No \_\_\_\_\_ C M S

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**RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF RAMONA C. CHANG  
TO THE HOUSING, RESIDENTIAL RENT AND RELOCATION BOARD**

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council, and

**WHEREAS**, Ordinance No 11954 C M S , adopted December 17, 1996, and amended by Ordinance No 12030 C M S , adopted December 16, 1997, and further amended by Ordinance 12273 C M S , adopted July 25, 2000, and Ordinance No 12399 C M S , adopted January 23, 2003, creates the Housing, Residential Rent and Relocation Board ("Board") to assume all duties and functions heretofore exercised by the Housing Advisory and Appeals Board, Relocation Appeals Board, and the Housing Advisory and Appeals Board, and

**WHEREAS**, the Board consists of seven (7) members, two tenants, two landlords, and three neutral members, serving not more than two consecutive three-year staggered terms and one alternate for each of the three classes of members, and

**WHEREAS**, the Honorable Mayor Jean Quan has appointed Ramona C Chang to serve a three year term as a Landlord Representative subject to confirmation by the City Council, now therefore be it

**RESOLVED**, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Ramona C Chang to the Housing, Residential Rent and Relocation Board to a landlord seat for a three-year term beginning February 12, 2014 and ending February 11, 2017, filling the seat previously held by Linda Lonay

**IN COUNCIL, OAKLAND, CALIFORNIA,  
PASSED BY THE FOLLOWING VOTE:**

**AYES – BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF AND  
PRESIDENT KERNIGHAN**

**NOES –**

**ABSTENTIONS-**

**ABSENT-**

**ATTEST**

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**LATONDA SIMMONS**

City Clerk and Clerk of the Oakland City Council