

**Prior to the internet**, I made a resume available to my clients during presentations. For the past two decades, I've always had a conventional resume on my website. Frankly, I always found them to be annoyingly self-serving and, even worse, boring. For that reason, I have tried to make this presentation more meaningful to you even though it continues to remain unalterably self-serving.

In 1982 I received what was then and continues to be to today, the most prestigious real estate investment designation available in the industry, Certified Commercial/ Investment Member (CCIM). In 1996 I added what is often considered to be the second most prestigious designation in the real estate industry, Certified Property Manager (CPM). At the time there were fewer than 500 Realtors nationwide who held both of these coveted designations. After more than a decade I discontinued the CPM designation.

In 1999 I earned the far less prestigious but in my opinion the far more valuable Equity Marketing Specialist designation, EMS. This is a designation awarded to the relatively few practitioners of real estate investment counseling who complete all the necessary training. Much of the material found throughout this website has its roots based in the technical side of the investment business based in the CCIM program which has been melded into the practice and study the people centric EMS program. In my experience this blending of science and art is a prerequisite to a balanced real estate investment practice.

Real estate investment counseling is perhaps the industry's best kept secret. There is a reason for that. In practice, it requires more time and a greater commitment on the part of both the counselor and their clients. Whether on one side (the client) or the other (the broker), most people want instant action (a one-size-fits-all solution) rather than a client centric solution that has been thoughtfully considered with detailed input from the client, reasonably conceived based upon the benefits the client is seeking, planned and systematically executed to achieve the client's specific goals.

Mike Hesse entered real estate in 1966 and since that time has been involved in residential and commercial investment brokerage as a broker, owner, partner, property manager, group investment manager (structured as limited partnerships, general partnerships and tenants-in-common) and exchanger of properties in Colorado, California, Texas, Alabama and Mississippi.

InSight Real Estate Investments, Inc. was founded in 2010. InSight's purpose and commitment is to isolate areas of exceptional value and then identify specific properties within those areas which offer the benefits sought by InSight's investor clientele. The practice of InSight REI is not limited to any specific region or property type, but rather is focused upon solving the needs of individual investors. Many of InSight's findings are available in various sections of [www.InSightREI.com](http://www.InSightREI.com), or are available through InSight InSiders.

*P.S. If you still desire to receive a traditional resume, we would be pleased to email one to you. However, full disclosure requires us to inform you that its receipt will undoubtedly result in the onset of boredom which will be as inevitable as it is irrevocable.*