

**DANIEL CETINA**  
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**702.348.5239**

## **2019-present: Expert Witness Pros**

### ***Principal***

Shopping center professional with experience in the Purchase, Sale, Refinancing, development, redevelopment, leasing and management of super regional shopping centers, outlet malls and a portfolio of power, lifestyle, entertainment, community and neighborhood properties valued in excess of one-billion dollars.

**Provide** investigations, analysis, reports, and testimony toward the resolution of commercial real estate business disputes and personal injury litigation involving slip, trip and fall injuries, property management and development practices.

#### **Areas of expertise include:**

- Purchasing, Sale and Refinancing
- Leasing
- Lease preparation and administration,
- Contracts and contract administration.
- Due-Diligence
- Pre-Development Modeling and Administration
- Development Modeling and Administration
- Municipality approvals
- Bank Draws and payments
- Business/Strategic Plan
- SWOT Analysis
- **Common Areas expertise include:**
  - Industry Standards
  - Security Staffing and relationship to budget and reporting history
  - Engineering and relationship to budget and reporting history
  - Maintenance staffing and relationship to budget and reporting history
  - Housekeeping and relationship to budget and reporting history
  - Parking Lot/Landscaping and relationship to budget and reporting history
  - Third-party services and relationship to budget and reporting history
  - Coordination and overlap of staffing in all areas
  - Parking Garage management

- Preventive Maintenance
- Expense Evaluation
- Job Descriptions/ Training policies
- Capital Expense/ Long Term plan
- Utilities
- Waste/ Waste recycling
- Flooring
- Lighting
- Restrooms
- **Skills and Qualification**
  - Property and Asset Management
  - Leasing and Lease Administration
  - Premises Liability
  - RE Business issues
  - Development and Re- development
  - Tenant and Landlord Obligations

**2016-2018 Penn-Florida Companies, Boca Raton, Florida**  
***Director of Retail Development***

- Development and leasing of various either under construction or soon to be under construction mixed-use projects including The Shoppes at Via Mizner and University Village
- Leasing and redevelopment of various company owned assets.

**2014-2016 Retail Realty Associates, Boca Raton, Florida**  
***Vice-President***

- Provided development, leasing, and management services, including developing business plans, the appropriate staff to implement those plans so to attain those goals and objectives directed by ownership.
- These services were provided to owners of retail properties such as Craig Realty, Moonbeam Capital Investments, StreetMac, located in Chicago, Baltimore, Miami, Milwaukee, San Juan, Tucson and Washington, D.C.

**2004- 2014      Talisman Companies, Coral Gables, Florida**  
***Executive Vice President***

- Development, redevelopment, leasing, and management for over four-million square feet of shopping centers comprised of regional shopping centers, enclosed outlet malls and power centers located in various regions of the country.
- Pre-development and development requisites for Miracle Marketplace, Miami, Fashion Outlets of Chicago, Niagara, Las Vegas, Santa Fe and Designer Outlets of Tucson.
- Ensure that all entitlements are obtained, permits issued; maintain excellent relationships with all levels of government staff.
- Prepared and approved budgets, managed cash flow and developed a development and management team that administered the financial, capital and operational needs of the properties.
- Participate in the construction process, overview of bid awards, construction meetings, and municipal meetings.
- Liaise with partners and lenders providing requisite information and requesting approvals where contractually obligated.
- Negotiate anchor leases, REA's and purchase contracts.

**1997 to 2004      Swerdlow Real Estate Group, Hollywood, Florida**  
***Senior Vice President***

- Directed all aspects of development and redevelopment, leasing and management for retail properties in excess of 6 million square feet. This included the 1.5 million square feet redevelopment of Great Mall in Silicon Valley, Ca. and the 1.5 million square feet Dolphin Mall in Miami, Fl. In addition, the development of over three million square feet of power, lifestyle and entertainment centers located throughout South Florida.
- Liaised between partners and lenders on leasing and financial issues affecting the properties.
- Approved budgets, managed cash flow and developed a development and management team that administered the financial, capital and operational needs of the properties.

**1990 to 1997      Mills Corporation**  
***Vice President/Regional Manager 1996 to 1997***

- Directed the budgeting, staffing, and subsequent opening of super regional value/entertainment shopping centers totaling over 4 million square feet: The 1.5 million square foot Grapevine Mills Mall (Dallas, Texas), and the Mills' flagship property – the 2.5 million square foot Sawgrass Mills Mall (Sunrise, Florida).

### ***Vice President and General Manager, Sawgrass Mills Mall 1990 to 1996***

- Supervised a staff of 200 with an annual operating budget of \$15,000,000.00.
- Established operating budgets, both revenues and expenses, approved by the board and then implemented at the site.
- The center generated over \$800 million dollars in yearly sales and top-producing retailers in their respective companies.
- Negotiated lease terminations and or new rental terms for over 100,000 square feet of retail space, managed the temporary leasing and ancillary income program for in-line and specialty leasing through a subsidiary specialty leasing company.
- Directed and approved marketing plans and acted as public relations spokesperson.

### ***General Manager 1982-1990 Urban Investment and Development Co. and Gerald Hines Interests***

- Managed and leased commercial properties, both shopping centers and office buildings. Inspected common areas and building conditions, repaired and directed maintenance personnel or contractors, as necessary, for roofing, HVAC, Landscaping, Parking lot maintenance, including snow removal, housekeeping, Floor maintenance, stairwells and vertical transportation and security needs. Managed tenant coordination and opened new tenants. Created budgets and long-term maintenance plan for shopping centers and their sites.

### **Education-University of Arizona- Bachelor's Degree in Liberal Arts & Sciences -University of Shopping Centers- University of Penn Wharton School**

### **Certifications-CRX, CSM**

### **VOLUNTEER EXPERIENCE:**

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- Vice President, Big Brothers and Big Sisters
- Vice President of various chambers of commerce
- Vice President of Economic Development for various communities
- Program Chairman, Dean and Speaker, International Council of Shopping Centers (ICSC)

### **Professional Associations**

International Council of Shopping Centers

## **Awards and Honors**

- Teacher award for University of Shopping Centers-12 years Wharton School
- Dean for University of Shopping Centers
- Publications/ Presentations-Get Prepared to Create, Review and Analyze a SC Budget