

BIZ 2.0

UNLEASHING
THE ENTREPRENEUR
INSIDE YOU



2.0 minutes with...

Jeremiah Foster | principal Resolute Commercial Services LLC

Scottsdale-based Resolute Commercial Services helps lenders, attorneys and institutional property owners with complicated real estate matters.

How have you changed your business strategy to reflect current economic conditions? I was involved in selling commercial land at another firm when I realized in 2007 that the real estate bubble was going to burst. I created Resolute to turn the ship into the wave.

What resources did you use to help develop your business and marketing plans? Experience — thankfully, my business partner is an “old pro” with 18 years in the workout business.

How do you use technology to promote your business? We use an internal Web site and wiki applica-

tions to help us track ideas, manage projects and organize customer databases. We also have shifted our marketing focus to be heavily focused on electronic means.

How do you recruit and retain quality employees? Our employee retention model is focused on creating an empowering and stimulating work environment with shared accomplishment and reward.

What is a significant goal you achieved in the past 12 months? We have successfully marketed our company nationwide and have become a trusted real estate workout partner for many local and national lenders.

What is the biggest challenge you’ve overcome in growing your business? Growing the firm efficiently to manage the amount of business we have received in such a short time.

What advice do you have for entrepreneurs just starting out? Hustle and persevere.

Did you ever want to call it quits? No, I am too engaged by the challenge of each and every day.

What’s the best business advice you ever received? Negative margin never gets better with volume.



Foster