



Professional Profile: Keith Flores, 2014

November 10, 2014 - Upstate New York

Name: Keith Flores

Title: Vice President and COO

Company: Sunrise Management & Consulting

Location: Albany, N.Y.

Birthplace: Menands, N.Y.

Education: B.A. from the State University of New York at Albany

First job outside of real estate: Armed custom protection officer and K-9 officer at PGA National in Palm Beach Gardens, Florida.

First job in real estate or allied field: Marketing and leasing manager for Panther Park Apartments, Lake Worth, FL

What do you do now and what are you planning for the future? I work very closely with Jesse Holland, the President of Sunrise Management & Consulting, managing the day-to-day operations of the company. My focus is the company's financial and operational goals and performance. I monitor the external business environment with an eye on, not only our current relationships, but potential future opportunities. As our company continues to grow, I plan on continuing to help Sunrise solidify its reputation as an industry leader in the multi-family arena.

How do you unwind from a busy day in real estate? My family and my children are a huge part of my life outside of work. My wife has us moving and traveling any time the opportunity presents itself. Being a teacher, she keeps all of us busy over the summer and during school breaks. Through the winter months, hockey fills much of our spare time: I coach my sons' team and play in a men's league. Hockey allows me to enjoy time with my sons while getting some exercise.

Favorite book or author: A recent book I finished, *The Four Obsessions of an Extraordinary Executive*, by Patrick Lencioni has stuck with me. It was a very simple but meaningful book that any business person or owner can relate to.

Favorite movie: The movie that has resonated with me for some time now is "Act of Valor." To watch this story about our men and women in uniform, who protect us both here and abroad, is profound and humbling. What they do for us day in and day out is absolutely amazing.

Last song you downloaded? I have a tendency to stream music through the internet. Some of the channels I listen to are, Pink, Bon Jovi, The Beatles and Frank Sinatra.

One word to describe your work environment: Lively

Rules to live by in business: Be true to yourself, be as open with your employees as possible and always do right by your clients by holding their interests in the highest regards. In the long run you and your company will be rewarded.

If you could invite one person to dinner (living or dead) who would it be and where would you go? I would go for a sandwich and conversation with my maternal grandfather.

What is your dream job? I love to fly airplanes. If I could fly for a living it would be something I'd really enjoy.

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