EMILY GOODMAN SHORTALL, CPM®, ARM®

Property Management Expert Witness & Litigation Consultant — Commercial and Multifamily

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Licensed Real Estate Broker — Ohio, Georgia, North Carolina, Virginia

Associate Broker — Pennsylvania • Salesperson — West Virginia

Curriculum Vitae

Dated November 2, 2026. Also appears in professional records and directories as Emily C. Shortall and Emily C. Goodman-Shortall.

Professional Summary

Commercial and multifamily property-management executive with twenty-three years of operating leadership, from early-career site management to Regional Vice President of a 6,000-plus-unit multi-state portfolio, senior operations at a 1.5-million-square-foot super-regional shopping center, and founder of the property-management and asset-management division of a multigenerational real estate organization. Certified Property Manager (CPM®) and Accredited Residential Manager (ARM®); licensed real estate broker in five states and salesperson in a sixth; former adjunct real estate faculty. Retained since 2026 as a property-management expert in premises-safety, winter-maintenance, utility-billing, owner-oversight and operating-systems matters for plaintiff and defense counsel.

Professional Experience

Founder & President 2015 – Present

Harvey Goodman Property Management · Ohio

- Founded and scaled the property-management and asset-management division of a multigenerational real estate organization established in 1957.
- Senior operating executive for a mixed portfolio of multifamily, office, retail and mixed-use assets: operations, leasing, maintenance, accounting coordination, compliance and client relations.
- Direct capital planning, reserve management and forecasting; personally led HVAC, roofing, infrastructure, tenant-improvement and mechanical-replacement projects.
- Implemented EOS companywide, including accountability charts, KPI scorecards and meeting-cadence discipline.
- Built standardized owner reporting, executive dashboards and variance-reporting tools; launched a corporate-housing division and a 24/7 owner and client portal.
- Owner’s representative and lead developer on a 16-unit ground-up multifamily community (2025 – present), from site selection and entitlements through vertical construction.

Regional Vice President 2008 – 2015

National multifamily real estate owner/operator

- Multi-state multifamily portfolio of 6,000+ units across 10+ communities with full P&L accountability exceeding $75M in annual revenue.
- Led and mentored a regional team of 70+ employees across multiple states, on a cadence of bi-weekly portfolio calls and quarterly site visits.
- Directed multimillion-dollar capital-improvement programs — unit renovations, mechanical replacements and exterior upgrades — including budgets, schedules and draw processes.
- Standardized operating procedures, preventive-maintenance programs and financial controls across the portfolio.
- Supported acquisition due diligence, physical inspections, market benchmarking and asset transitions; delivered quarterly investor presentations and lender reporting.

Associate General Manager 2006 – 2008

National retail real estate company · Super-regional shopping center

- Senior operational leadership for a 1.5-million-square-foot super-regional shopping center.
- Daily operations including facilities management, maintenance coordination, security operations and vendor management.
- Annual budgeting, CAM reconciliations, rent collections and capital projects exceeding $20M annually; led compliance reviews and corporate audits against national operating standards.

Early-career property management 2003 – 2006

Commercial and multifamily operations

- Property-management experience preceding the leadership roles above. Additional employer and property details are available on request.

Cumulative experience across career roles

- More than 12,000 units managed cumulatively; $200M+ in multifamily, commercial, office and retail assets overseen; 2M+ sq. ft. of commercial (retail, office, medical) space managed.
- Roughly 25–30 acquisition due-diligence reviews; garden-style, mid-rise, senior, affordable, market-rate and mixed-use assets.

Advisory Appointments

Vice President, Brokerage Services & Property Management | Broker of Record Jan 2018 – Jul 2025

National affordable and workforce-housing organization

- Executive-level guidance to an organization with more than $4 billion in assets under management: brokerage strategy, compliance oversight and operational integration across a multi-state portfolio.

Broker of Record & Property Management Consultant Jan 2022 – Jul 2026

Multifamily property-management company

- Advised ownership and executive teams on operational strategy, compliance oversight, organizational scalability and performance optimization.

Expert-Witness Activity

Retained property-management expert in eight matters in 2026 (listed in order of retention). Three final written reports, one executed affidavit and one preliminary written analysis have been delivered to counsel; no deposition or trial testimony as a retained expert to date. Separately, more than twenty depositions were given as a corporate representative for employers in property-safety and major-incident matters during prior operating roles. Full status detail is maintained in the companion *Retained Engagements and Testimony Record*.

- Commercial office-building premises safety (plaintiff) — detection, documentation, referral and closure of an abnormal common-area condition. Final written report delivered.
- Multifamily amenity-area operations (plaintiff) — staffing, inspection, entry management, change management, vendor coordination, incident reporting and regional oversight. Report in counsel review.
- Multifamily heating-equipment maintenance and carbon-monoxide detection (plaintiff) — preventive maintenance, service records, contractor follow-through, complaint handling and emergency escalation. Preliminary analysis delivered; report in preparation.
- Commercial loading-dock operations (plaintiff) — notice, inspection, repair escalation, vendor follow-through and control of a disabled bay. Final written report delivered for counsel review before signature.
- Multifamily utility billing (defense) — master-meter allocation, RUBS setup, lease addenda, vendor oversight and reconciliation. Signed written report delivered.
- Commercial sidewalk winter maintenance, mixed-use property (defense) — organization, assignment, supervision and documentation of snow and ice work among owner, manager and contractors. Executed affidavit delivered; report in preparation.

- Multifamily owner oversight of a third-party manager (plaintiff) — leasing performance, marketing, operating expenses and reporting. Engagement beginning.
- Sidewalk winter maintenance at a leased property (plaintiff) — landlord program for monitoring winter conditions and deciding when to treat. Engagement beginning.

In every matter, engineering, code-official, medical, weather, product-chemistry, valuation and legal conclusions are reserved to other disciplines and to counsel.

Credentials and Licensure

- **Certified Property Manager (CPM®), Institute of Real Estate Management —** designation held since 2008; active, dues current. Certification examination passed October 27, 2007; Management Plan Skills Assessment passed January 8, 2008, Chicago, Illinois; coursework completed 2005–2007.
- **Accredited Residential Manager (ARM®), Institute of Real Estate Management —** designation held since 2006; active. Certification examination passed April 26, 2006.
- **Certified Commercial Investment Member (CCIM) Candidate, CCIM Institute —** candidate since 2008.
- **Certified Apartment Portfolio Supervisor (CAPS), National Apartment Association Education Institute —** coursework and examination completed; designation not currently maintained.

Real estate licensure

- Ohio — Broker, BRKP.2016002557, issued June 20, 2016; active through December 8, 2027; affiliated with J & J LLP dba Harvey Goodman, REALTOR® and Harvey Goodman Property Management LLC.
- North Carolina — Broker #265357, issued January 22, 2009; BIC-eligible.
- Georgia — Broker #425085; active.
- Virginia — Principal Broker, 0225272147; current through November 30, 2028.
- Pennsylvania — Associate Broker, AB069805; active.
- West Virginia — Salesperson, WV0029886; active.

Current license certificates and status verifications are provided to counsel on request.

Education, Teaching and Professional Education

- **Bachelor of Arts, Elon University, Elon, North Carolina —** 2003.
- **Real Estate Instructor / Adjunct Faculty, Belmont College —** July 2015 – March 2019. Taught real estate principles, law, finance and appraisal in classroom and online formats.
- **IREM Instructor Development —** Train the Trainer: Outstanding Facilitation, Chicago, Illinois (2014); instructor-development assessment completed 2015.
- **IREM professional coursework (2005–2007) —** Property Maintenance and Risk Management (MNT402), 2007; Successful Site Management (RES201), 2006; Human Resource Essentials for Real Estate Managers (HRS402), 2006; Ethics for the Real Estate Manager (800), 2007; Marketing and Leasing: Multifamily Properties (MKL405), 2005; Investment Real Estate: Financial Tools (FIN402), 2007; Investment Real Estate Financing and Valuation (ASM603–605), 2006–2007; Property Management Plans: The IREM Model (BDM602), 2007.
- **Continuing education —** repeated fair-housing and nondiscrimination training across renewal cycles, ethics, brokerage management and supervision, property management and license law.

Industry and Community Service

Institute of Real Estate Management — national leadership

- Governing Councillor, IREM Governing Council — accepted nomination for the 2027–2029 term.
- Regional Vice President, Region 13 — IREM Governing Council and Regional Vice Presidents Committee (2015–2016).
- ARM Governing Councillor, IREM Governing Council (2011–2012; 2014–2015).

- Chair, Membership & Credentialing Committee (2013–2014); Vice Chair (2012–2013).
- Vice Chair, ARM Enhancement Committee (2011–2012); Member, Presidential Executive Committee (2011–2012).
- Member, Foundation Scholarship and Grants Committee (2012–2013); Member, Conference Advisory Board (2016–2017).
- President, IREM Chapter 56, Greensboro, North Carolina (2009–2011).

Apartment-industry associations

- Board of Directors, Apartment Association of North Carolina (2011).
- Education Committee Co-Chair, Piedmont Triad Apartment Association (2008–2015).

Civic and nonprofit service

- United Way of the Upper Ohio Valley — Board Member, Finance Committee; incoming President (2026).
- St. Clairsville Planning & Zoning Commission — Commission Member.
- Rotary International, St. Clairsville Rotary Club — Board Member and strategic-planning contributor.
- Ohio Valley Girls & Women in Sports Foundation — Board Member.
- A Special Wish Foundation, Ohio Valley Chapter — Gala Committee Member.

Honors

- Top 30 Leaders Under 30 (2009) — *Journal of Property Management*, Institute of Real Estate Management. Featured as Emily Goodman, CPM, ARM, September/October 2009, p. 27.
- CPM® of the Year — IREM Piedmont Triad Chapter (2012).
- Regional Property Manager of the Year — Piedmont Triad Apartment Association (2012).
- Professional Achievement Award — Institute of Real Estate Management (2013).
- Academy of Authors Honoree — Institute of Real Estate Management, for published thought leadership in the *Journal of Property Management*.

Publications and Presentations

Author, *Journal of Property Management* (Institute of Real Estate Management): “Telecommuting: Is It Right for You and Your Business?” (vol. 78, no. 4, July/August 2013); “Crossing the Divide: Be a Boss, Not a Friend” (July/August 2012); “Education vs. Experience” (March/April 2012); “Make No Apologies: Getting Back to Fundamentals in a Culture of Concessions” (November/December 2011); “Urban Regeneration: Reviving Buildings and Communities”; and featured contributor, “Tales From the Front: An Upfront and Honest Discussion on Starting a Career in Property Management” (March/April 2012). Additional trade, regional and 2026 professional articles, training materials and conference panels (IMN 2019; IREM Fall Leadership Conference 2011) are itemized in the companion *Publications and Presentations* record.

This curriculum vitae is revised together with the Publications and Presentations record, the Retained Engagements and Testimony Record and the Fee Schedule so that every disclosure, directory listing and engagement packet carries the same information. Historical dates, license status and transcript details are verified before use in a report or testimony.