

James S. “Jim” Olin

Jim Olin has been a leader in the hospitality, resort real estate and development industries since the 1980's. Jim is currently CEO of **C2G Advisors LLC**, a strategic consulting firm specializing in all facets of the hospitality industry, with special emphasis on short-term rentals and resort activities. The company also has a robust M&A operation, and **has been responsible for more M&A deals within the vacation rental industry than anyone else in history.** Olin was also part of a select negotiations team for one of the largest class action settlements in the history of the United States, and Jim continues to provide litigation consulting in the areas of hospitality and business economic loss. Cases range from being a corporate representative for real estate developers to slip-fall and other liability cases within the hospitality industry.

Previously, Jim was Managing Partner of **The Sterling Companies LLC**. He managed the merger of three of Northwest Florida's leading privately owned resort development, resort management and real estate sales companies into one powerful regional company servicing all facets of the resort industry. Until September 2008, the company managed over 1500 rental units, employed over 50 real estate agents, and had developed high-rise condominium projects throughout Destin and Panama City Beach, Florida..

Jim is the former President and CEO of **ResortQuest International** (NYSE: RZT), the world's largest vacation rental property management and resort real estate firm. Under his leadership at ResortQuest, Olin guided the network of more than **20,000 vacation rental and hotel properties in 52 premier resort destinations** and developed alliances and partnerships that gave ResortQuest a truly global reach. ResortQuest had more than 5,000 employees and managed a vacation rental portfolio valued at over \$7 billion. Olin also oversaw a real estate brokerage network of more than 350 agents, who traditionally managed in excess of \$1 billion in real estate listings.

Olin had been with ResortQuest and its subsidiaries for ten years. He was appointed COO of the company in January 2000 and was then promoted to President in April 2002. Previously, he was President and CEO of Abbott Resorts and Abbott Realty, based in Destin. As President and CEO of Abbott Resorts from 1992 until January 2000, Olin engineered the company's growth from 900 units to more than 2,500 units, and real estate sales from \$35 million to \$250 million annually. Olin also spearheaded the development and operations of Henderson Park Inn Bed and Breakfast, Tops'l Beach Resort, and Gulf Place Resort. Prior to joining Abbott Resorts, he served in various capacities within the tourism and economic development fields in Florida, beginning with the Florida Department of Commerce.

Jim is a licensed real estate broker in Florida, Alabama, Mississippi and Tennessee, and has been appointed to numerous State level committees and task forces by previous Florida Governors and Secretaries of Commerce. Jim is a member of both the prestigious Counselors of Real Estate (CRE), and the Council of Real Estate Broker Managers (CRB) – **he is one of only 8 persons currently invited to membership in both organizations simultaneously.**

Jim also has certifications from the National Association of Realtors as a Resort and Second Home Property Specialist (RSPS), and a Senior Real Estate Specialist (SRES). He is also a Certified Negotiations Expert (CNE), and a Fellow with the Royal Institute of Chartered Surveyors. Jim currently sits on the Board of Directors of Key Data Dashboard, and Board of Advisors for Host Compliance.

Olin is a former Research and Statistics Instructor at the University of Phoenix, and holds a Masters Degree from Florida State University. He is also a founding Board Member of the Onsite Property Managers Association (OPMA) and is a frequent speaker at the Vacation Rental Managers Association (VRMA) National Conference. Jim has been married for over 35 years to his beautiful wife, June, and they have 4 children and five grandchildren.