

From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/print-edition/2012/01/13/executive-profile-beth-jo-zeitzer-of.html>

Executive profile: Beth Jo Zeitzer of ROI Properties

Premium content from Phoenix Business Journal by Jan Buchholz, Reporter

Date: Friday, January 13, 2012, 4:00am MST

Related:

[Commercial Real Estate](#), [Residential Real Estate](#)



Jan Buchholz

Reporter - *Phoenix Business Journal*

[Email](#) | [Twitter](#) | [Facebook](#)

Beth Jo Zeitzer

President and designated broker | ROI Properties

[Beth Jo Zeitzer](#) graduated from Central High School in Phoenix and attended the University of Arizona before heading over to the University of San Diego Law School. While studying law, she was the research editor of the Law Review and received the Hahn Award for Excellence in Real Estate.

After graduating and practicing law in California, she returned to the Valley and went to work for residential real estate biggie the Del Webb Corp.

She began as corporate counsel and then started a corporate commercial division. She played a pivotal role in creating master-planned communities, including Anthem north of Phoenix.

"That was the best gig for anyone who is a transactional attorney. It was really a lot of fun," Zeitzer said.

Then Del Webb was purchased by Pulte Homes and she was out of a job on Sept. 11, 2001. It was not a good day in more ways than one.

"I had my pity party. It felt very raw," she said. "But I always wanted to do something on my own."

She started out as a consultant and then created ROI Properties in 2003. The real estate market was just starting to boom, but Zeitzer was focused on turnaround and distressed properties before many people even knew that was a product type.

"I've always been kind of a contrarian," she said.

She started out alone, added an assistant and over the years has grown to 50 workers: 19 full-time employees and the rest independent contractors.

Though Zeitzer still handles distressed properties, she has built the business into a full-service brokerage with five divisions: commercial, residential, receiverships, property management and advisory services.

She recently started an investment fund for acquiring and managing properties.

"I've parlayed what I've built up over the years into an investment fund that is working for me," she said.

Personal

Family: Husband, Adam Nach; sons Ben, 15, Reuben, 14, and Aaron, 12

Education: Bachelor's degree in general studies, University of Arizona; law degree, University of San Diego

Birthplace: Philadelphia

Residence: Phoenix

Organizations: Turnaround Management Association, Arizona Commercial Real Estate Women, Arizona Bankers Association, Phoenix Community Alliance, Urban Land Institute and Lambda Alpha International

An insider's view

Can't live without: Family

Makes you cringe: Lack of organization

Something people don't know about you: I knew I loved real estate when I was 11 years old, and I would look for any open houses that I could walk to. Even on the weekends these days, I drive the city looking at commercial and residential properties.

Person you most admire: My husband

Most treasured possession: My wedding band

Personal Motto: I am not above. I am not below. I just want to be in the flow.

Most important character trait: Good attitude combined with integrity and tenacity

Pastimes

Dream vacation: Taking the boys on a backpacking trip through Europe

Favorite places you've been: I love Switzerland and Israel.

Last movie you saw: "Moneyball." It was a lot more about business and people than it was about baseball.

Favorite movies: "My Left Foot" with Daniel Day-Lewis and the "King's Speech." I like those great inspiring movies.

Books you enjoy: Anything by Malcolm Gladwell — "Blink," "The Tipping Point." I love the "Outliers" for the storytelling.

Jan Buchholz covers commercial and residential real estate, construction, architecture and transportation.