

ADVISORY BOARD



THOMAS P. RIETZ

Tom has a diverse business background, from Operations to Finance. He spent his early years working in various operational departments of Koch Industries, the largest privately held company in the United States. Later he was a Portfolio Consultant with HOLT Value Associates, now part of Credit Suisse First Boston, where he assisted Mutual Fund and Money Managers select investments.

In 1996 Tom moved to Scottsdale, Arizona to start his own homebuilding company. Tom is Founder of Canterra Homes, Inc. who builds neighborhoods of exclusively single-story homes in the Phoenix market. As President of Canterra, Tom is responsible for securing bank financing, land acquisition, home design, and market analysis. Tom also served as Chairman & CEO of Ventura Mortgage Group, a Residential Mortgage Broker. In just 14 years, Canterra built over 1,650 homes in 22 different communities. Canterra has always paid all its Vendors, Lenders and Suppliers, even in the worst of times and market conditions.

In 2005 Canterra Homes was recognized by the Phoenix Business Journal as the 38th largest privately held company and the 8th fastest growing company in the State of Arizona with Revenues exceeding \$100 million.

Tom was the Founding Director and assembled a Board of Directors to start a new bank, Pinnacle Bank, located in Scottsdale, AZ. Tom Served as Chairman of the Board, and The Board raised \$13 Million from private investors in 30 days and on September 28, 2005, Pinnacle Bank opened for its 1st day of business. Having survived the Banking Crisis of 2007-2008 without any FDIC assistance from "TARP Money", Tom initiated the profitable sale of Pinnacle Bank in 2018. Pinnacle was successfully sold to Arizona Federal Credit Union, after 14 years, on Sunday, December 1st, 2019.

In addition to these accomplishments, Mr. Rietz assisted in identifying 6 other quality homebuilders from across the U.S. to form their own Captive Risk Retention Insurance Company. Tom was a Founding Member and served as a member of the Board of Directors. The Insurance Company successfully paid all claims and obligations and recently distributed the remaining capital to the 6 founding members.

Canterra launched an REO Services Company in April 2008 to assist Banks and Investors manage various real estate assets including cost estimates, Sales & Marketing, and completion of work. Canterra assisted on a total of 1,873 different Real Estate Assets valued at more than \$228,500,000.

Canterra Homes resumed homebuilding in late 2009/early 2010 by acquiring 2 parcels of finished lots and acquired their former Model Homes which Investor Owners put into foreclosure. In just 1 week, Canterra had its Model Complex open and furnished with updated signage, flags, new flooring, fresh paint, updated door hardware and plumbing fixtures and we were up and running! Tom persuaded the Municipality to allow Canterra to continue building without updating their City Approved Plans. Canterra Homes, with its integrity intact, utilized traditional Bank Financing to acquire the land parcels and Model Homes. Canterra always pays all debts and obligations and all Trade Partners immediately continued to build great homes for Canterra.

With Tom's dedication and commitment to supporting Green Initiatives, he sought a lighting product to compliment his home-building business and was awarded distribution rights to some of the highest-rated LED lights and fixtures available in the World for both residential and commercial applications. This opportunity has led to the launching of Canterra Lighting in February 2011. LED technology is sweeping the planet due to its dramatic environmental benefits and energy savings. He is excited to be part of this planet-changing product which will reduce CO2 emissions and help save the planet – one light bulb at a time.

For the past 25 years, Tom has been active in the Fiesta Bowl, where he has chaired and volunteered for numerous events and is currently a Life Member for the Fiesta Bowl Committee. Tom was "tapped" by Governor Ducey and accepted a Board of Director's position for Young Entrepreneurs' Organization (YEO). Tom was selected as 1 of 60 worldwide candidates to participate in MIT and Inc. Magazine's, *"Birthing of Giants Class for Entrepreneurs."* Since the year 2000, the class has been meeting annually at MIT (virtual via Zoom in 2020 and 2021). In 2005 the class was rebranded *"Gathering of Titans."* Locally Tom serves on 2 Advisory Boards for Arizona based companies and regularly serves as an expert for Brainstorming Sessions that assists various companies with their strategic initiatives. The Superintendent of Schools for the Diocese of Phoenix asked Tom to join her *Night of Hope Committee* in which he volunteered for 2 terms. Tom also Mentors a local entrepreneur who has large global aspirations.

- 2014 - 2022 Trade Ally, Salt River Project (SRP) Utility Company Rebates (Arizona)
- 2014 - 2022 Trade Ally, Arizona Public Service (APS) Utility Company (Arizona)
- 2012 – 2022 Registered and approved vendor for the University of California system
- 2019 "Ranking Arizona" Retail Lighting (Ranked #2)
- 2018 "Ranking Arizona" Best of Arizona Business in Creative Designs in Lighting (Ranked #5)
- 2018 Nominee - "Ranking Arizona" Best of Arizona in Retail – Lighting Stores
- 2017 "Ranking Arizona" Best of Arizona Business in Creative Designs in Lighting (Ranked #7)