



Board Appointment Form

City Clerk's Office

Appointing Office	Deanna Maldonado-Rocha, District 3
Agenda Placement	Consent
Date of Council Meeting	03/18/25
Name of Board	Zoning Board of Adjustment
Agenda Posting Language	
Appointment of George Cruz to the Zoning Board of Adjustment, as an alternate member, by Representative Deanna M. Rocha, District 3.	
Appointment Type	Alternate
Member Qualifications	
See Resume.	
Nominee Name	George Cruz
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	Outside City Limits
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Issac Rodriguez
Reason for Vacancy	Term Expired
Date of Appointment	03/18/25
Term Begins On	10/01/24
Term Expires On	09/30/26
Term	Unexpired Term



PROFILE

Experience in real estate residential and primarily commercial real estate sales, leasing, property management, and private commercial lending. I have been a professional in the industry since November of 1986

GEORGE CRUZ

REALTOR

EDUCATION

University of Texas at El Paso- 1980 - 1984

WORK EXPERIENCE

TGK – Joesph Karam – Bob Ayoub
1987-1991

Commercial & Industrial real estate development and sales company.

Bingham Investments, Inc.

1991 to 1998 Commercial & Residential sales, leasing, & management.

Francis Property, Office Warehouse Developer – Rick Francis

1998- 2002

Started office/ warehouse flex space company. Built & leased Five (5) projects throughout El Paso County.

Mortgage Finance Company - Owner / partner

2003 – 2008

Originated FHA, VA, Conventional mortgage loans.

Site Acquisition Consultants – Chicago, IL company

2009 – 2016 Lattice tower site location.

Cornerstone Realty - REALTOR

2015 - 2019 Sales & Leasing Commercial – Residential properties.

Doug Borrett Real Estate, Broker

2020 – Present REALTOR Sales, Leasing, development, commercial & residential real property.

BOARDS

Westcom

Board Member

El Paso Opera

Board Member

CCIM (Certified Commercial Investment Member)

Board Member