

CITY OF PEMBROKE PINES
ADVISORY BOARD AND COMMITTEE APPLICATION FORM

*Please return the **signed and completed application form and a recent resume*** to: City of Pembroke Pines, City Clerk's Office, 601 City Center Way, Pembroke Pines, Florida 33025.*

*NOTE: YOUR RESUME MUST ACCOMPANY THIS APPLICATION IN ORDER FOR THE APPLICATION TO BE CONSIDERED.
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Please type or use dark ink to complete this form.

Applicant Name _____

Race* _____ National Origin* _____

Occupation _____

Street Address _____

Subdivision _____

Home Telephone _____ Business Telephone _____

E-mail Address _____

Length of Residence in Pembroke Pines (if applicable)	_____	_____
	Years	Months

Length of Time as Business Person in Pembroke Pines (if applicable)	_____	_____
	Years	Months

Are you a registered voter? _____ Commission District No. _____ Precinct No. _____

Do you have a criminal record? _____ If yes, please explain. _____

Have you ever been convicted of a felony? _____ If yes, please explain. _____

Do you have any criminal charges pending? _____ If yes, please explain. _____

Do you have any relatives employed by the City? _____ If yes, please state name(s): _____

Are you aware of any potential conflict of interest that may arise from your serving on this/these board(s)? _____ If yes, please explain. _____

Does your business, or your employer have any contractual relationship with, or do any business with the City?_____If yes, please explain.

Do you have monies owed to the City that are delinquent?_____If yes, please explain.

Do you have any pending code violations relating to property owned by you in the City?_____If yes, please explain._____

Do you have any violations relating to other City codes?_____If yes, please list:_____

*The responses to these items is optional. The City is interested in providing for cultural diversity on its Advisory Boards and Committees, and seeks this information solely in order for the City to further its goal to provide for diversity on its Advisory Boards and Committees.

Which board or committees are of interest to you? Please indicate up to three preferences by ranking. Please denote your first choice with a “1,” etc. Please place a number adjacent to any board or committee for which you wish to be considered. If you do not place a number next to a board or committee, the City Commission will not be able to consider you for that board or committee.

_____Arts & Culture Advisory Board

_____Affordable Housing¹

_____Board of Adjustment

_____Charter High School Advisory Board²

_____Economic Development Board

_____Education Advisory Board

_____Environmental Advisory Board

_____Citizens Committee/Hurricane Prep
(Ad Hoc)

_____Planning & Zoning Board

_____Police and Fire Pension Fund Board

_____Diversity and Heritage Advisory Board

_____Social Media Committee (Ad Hoc)

_____Charter Review Board

_____Public Art Committee (PAC) New

_____Budget Committee (A. Castillo)

_____Charter Review Board³

_____Citizen’s Budget Advisory Board

³This Board is convened once every five years.

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8/15/25
Date

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Brandon Carrero

Profile

Dynamic mortgage banking and real estate executive with over 20 years of leadership experience, driving substantial growth and operational excellence across diverse sectors including mortgage lending, real estate brokerage, and modular construction. Expertise in brand strategy and development, combined with a strong acumen in strategic partnerships and business development. Has consistently positioned brands as industry leaders. Proven ability to navigate complex transactions and foster high-value stakeholder relationships, ensuring client satisfaction and loyalty. Committed to innovation and sustainable growth in highly regulated environments, leveraging a comprehensive understanding of market dynamics and regulatory compliance with government experience.

Employment History

Head of Growth, Universal Mortgage, Coral Gables

JUNE 2025 – PRESENT

- Lead company-wide growth strategy, integrating digital marketing, sales enablement, and mortgage banking operations to accelerate market share expansion in 2025..
- Oversee the buildout of new business lines, including expansion into additional sales channels, operational infrastructure design, loan officer recruitment, and competitive product and pricing strategies to position Universal Mortgage as a market leader.
- Partner with executive leadership to align marketing, technology, and operations, ensuring scalable systems, streamlined processes, and a consistent brand experience for clients and partners.
- Coach, mentor, and train the sales team—equipping loan officers with advanced prospecting, relationship management, and digital marketing techniques to maximize production and pull through closing rates.

Chief Brand Officer, American Bancshares Mortgage, Miami Lakes

JULY 2023 – JUNE 2025

- Launched and host 'The MLO Podcast,' a platform designed to amplify brand visibility, foster industry partnerships, and engage mortgage and real estate professionals with authentic, actionable insights—positioning the brand as a thought leader in the mortgage industry. Collaborated cross-functionally with executive leadership, marketing, sales, and operations to execute integrated marketing strategies and growth initiatives.
- Drove initiatives to enhance brand equity, elevating brand perception and loyalty among brokers, referral partners, and customers.
- Collaborated as part of the executive team to relaunch the wholesale mortgage channel from the ground up— building operational infrastructure, onboarding broker partners, and designing product, pricing, and support strategies to drive growth and market competitiveness.
- Developed and executed data-driven digital strategies to attract and retain loan officers, strengthen referral partner networks, and increase borrower engagement across retail, wholesale, and consumer-direct channels.

Details

1571 E Sandpiper Circle, Pembroke Pines,
Florida, United States
8328764202
brandon@carreromortgage.com

Links

[Click here for my LinkedIn Profile](#)

Skills

Strategic Partnerships

Business Development

Mortgage Lending

Loan Origination

Wholesale Mortgage

Retail Mortgage

Non-QM Loans

Residential Lending

Commercial Lending

Team Leadership

Staff Development

Brand Strategy

Brand Equity

Marketing Strategy

CEO, Carrero Mortgage Advisors, Miramar

MAY 2018 – JULY 2023

- Managed stakeholder relationships across borrowers, real estate professionals, lenders, and investors to strengthen partnerships and drive referrals.
- Demonstrated sound decision-making in structuring complex loan transactions, balancing client needs with compliance and profitability goals. Provided visionary leadership to guide the company's growth, adapting to market trends and positioning the firm for long-term success.
- Drove growth through strategic planning and partnership development, securing high-value referral relationships and expanding market reach.

Co-Founder, Boxx Builder, Corpus Christi

JUNE 2020 – JULY 2023

- Exercised entrepreneurship and leadership to launch the start-up, guiding the company from concept through market entry.
- Oversaw financial management, including budgeting, forecasting, and securing capital to fund operations and projects.
- Developed and executed strategic planning initiatives to position the company within the affordable housing and modular construction sectors.
- Attracted private investment and partnered with stakeholders to successfully finance and deploy affordable housing projects.

CEO, Carrero Mortgage Associates, Corpus Christi

MAY 2014 – DECEMBER 2018

- Built and maintained strong relationships with borrowers, real estate professionals, and lenders, driving referral business and repeat client growth.
- Managed stakeholder relationships across clients, referral partners, lenders, and investors, fostering trust and repeat business.
- Structured complex loan transactions by analyzing client financials, risk profiles, and prevailing market trends to deliver optimal financing outcomes.
- Originated and brokered a diverse portfolio of residential and commercial loans, aligning financing solutions with client needs and market opportunities.

CEO, Diversified Portfolio, Houston

JANUARY 2009 – MAY 2014

- Led business development activities, cultivating referral partnerships and investor relationships to expand the loan portfolio. Founded and built a multi-million-dollar property tax lending portfolio, overseeing origination, underwriting, and portfolio management.
- Demonstrated sound decision-making in loan underwriting, portfolio acquisitions, and investor negotiations.
- Secured capital from private and institutional investors to fund portfolio growth and expand lending operations.

Vice President, Law Office of J. Heil, PLLC, Corpus Christi

JANUARY 2009 – DECEMBER 2010

- Managed a cross-functional team to deliver seamless title and escrow services, fostering collaboration and accountability.
- Provided leadership in overseeing title insurance services, ensuring operational efficiency, client satisfaction, and regulatory compliance.
- Engaged stakeholders across real estate professionals, lenders, and legal partners to strengthen referral networks and client relationships.
- Expanded title insurance operations into new markets by identifying growth opportunities and establishing key referral partnerships.

Digital Marketing

Mortgage Operations

Process Improvement

Workflow Automation

Financial Analysis

Deal Structuring

Capital Raising

Investor Relations

Title Insurance

Real Estate Transactions

Risk Management

Compliance

Client Relations

Customer Retention

Public Speaking

Community Leadership

Government Relations

Public Policy

Regulatory Compliance

Municipal Engagement

Vice President, LeBlanc, Karlseng, Patten, P.C., Houston

DECEMBER 2003 — DECEMBER 2008

- Oversaw escrow operations and client relations, delivering a seamless closing experience for buyers, sellers, lenders,
- Provided leadership in overseeing escrow operations and client relations, delivering a seamless closing experience for all parties.
- Managed a high volume of residential and commercial title insurance transactions, ensuring accuracy, compliance, and timely closings.
- Directed strategic planning initiatives to expand title insurance services, drive revenue growth, and increase market share.

Education

Masters in MBA, GPA: 3.8, Marylhurst University,

JANUARY 2010 — JUNE 2011

Bachelors in Political Science, University of Houston,

JANUARY 2004 — DECEMBER 2006

Languages

Spanish

English