



Jeff Morser, BS, CPE

204 E. 2nd Ave, Suite 241
San Mateo, CA 94401
(972) 843-1048
jmorser@brillouinconsulting.com
www.brillouinconsulting.com



PROFESSIONAL PROFILE

Jeff has a broad background, with a great deal of experience in residential and commercial construction (trades and management). Jeff's history of progressively increasing responsibility provides the ability to see issues from many perspectives, anticipating problems and looking for best value solutions. Adept at analysis and critical thinking, Jeff is an asset to the team.

POSITIONS

Brillouin Consulting
Senior Manager

Grapevine, TX

Apr 2026 - Present

Perform forensic inspections, code analysis, develop scopes of repair and cost estimates, allocations, and present in expert meetings and mediations. Analyze various structural types, design standards, project management systems, construction contracts, cost estimates, financial records, project bids and communications. Analyze construction defect and general property claims within residential, commercial and industrial markets by conducting site inspections to examine and collect forensic evidence. Develop comprehensive reports and responses for clients. Create subcontractor allocations and assist with investigative strategies. Perform forensic investigation, destructive testing, waterproofing, leak detection, scope of repairs and cost estimating services.

MC Consultants, Inc.
Expert – Cost Estimator

Dallas, TX

Jan 2025 - Apr 2026

Mentor Jr. Estimator. Review opposing counsel documentation, execute project inspections with photos and measurements to arrive at defensible conclusions. Depending on the required deliverable(s), create scope of work, create quantity surveys as needed, research costs for labor, material and equipment utilizing RSMeans, National Cost Estimator and others. Provide 3rd party inspection services for developer client. Author technical reports per agreement.

The Gonzalez Group
Chief Estimator

Houston, TX

Feb 2024 - Aug 2024

Search for bidding opportunities that meet approved criteria for an MBE GC. Obtain project documents, complete quantity surveys for all trades using Planswift and Excel. Execute vendor outreach effort (including DBE). Evaluate all incoming bids and run bid day sheet. Work with company President to finalize proposal and bid form with a success rate of 40% for projects bid. Operated Gonzalez Smart bid, Planhub, ConstructConnect, Bonfire, Civcast, Blue Book and Ionwave accounts. Nearly doubled the number of lead sources Gonzalez had access to at no additional expense. Made numerous improvements to the Excel documents used for estimating, resulting in greater accuracy and increased departmental efficiency.

Katerra Renovations/Renu Multifamily (merged)
Director of Estimating & Preconstruction

Dallas, TX

Mar 2021 - Feb 2024

Recruit and manage a team of up to seven local and remote estimators and admins at a medium-sized, national general contractor. Receive progressively more responsibility, starting with managing the renovation estimates and ending with managing renovation, insurance restoration, commercial, and hotel-to-multifamily conversion estimates. Sales volume doubled year over year in the business verticals under direct management. Report directly to the Senior VP of National Operations. Work with Home Depot, Lowe's, HD Supply, SRS Distributors, and other similar vendors to create a national purchasing program to facilitate project execution on a large scale across the United States. Assign projects for

estimating and development; coach, mentor, and provide group and individualized training on writing estimates, customer relations, value engineering, and project buyout. The team's estimates covered negotiated and select-bidder projects. Develop new department forms and policies that closed scope gaps, added proposal features, and increased estimator accuracy and proficiency. Attend project handover meetings to ensure no issues with gaps in scope, transmission of bid documents, or communications. Create original content for onboarding and ongoing training, resulting in fewer errors, increased employee engagement, and improved response times. Responsible for hiring, evaluations, compensation, and terminations as needed. Source and vet new supplier relationships. Utilize SmartSheets, BlueBook, Tailorbird, Excel, Xactimate and BlueBeam to create estimates. Company recorded gross revenues as follows: \$20 million year one, \$40 million year two, \$80 million year three. Develop and maintained client relationships through collaboration with the Business Development team, leading to increased referrals and bid success rate.

NSEW Holdings LLC
President & CEO

Dallas, TX

Apr 2011 - Dec 2020

Plan, organize, direct and coordinate all real estate and construction activities for single family and commercial transactions. Develop property business plans and budgets for capital improvements and maintenance. Prepare estimates and solicit bids from vendors for repair, rehabilitation, financing, operation, management, rental and disposition. Evaluate proposals, award contracts and monitor for compliance with project specifications. Create corrective action plans for non-compliant vendors. Create proformas for feasibility studies and investment evaluation. Execute insurance restoration projects, working with insurance companies and property owners to complete the proposed scope of work on time and within cost. From 2015-2019 I held Texas real estate license #0658631 and represented myself and my customers, offering turnkey consulting, real estate and construction services.

MassMutual & State Farm

United States

Insurance Sales & Claims, Construction Estimating & Large Team Management

Oct 2003 - Oct 2018

On a nationwide basis, complete more than 1,100 residential and commercial building estimates ranging from minor repairs to total, large losses. Train, manage and terminate teams as needed. Create original content for onboarding and ongoing training. Review direct report estimates and correspondence for compliance and accuracy, offering guidance and correction as needed. Manage client risk by insisting on estimate accuracy and timely submission. Work with business owners and individuals to facilitate implementation of appropriately designed retirement and insurance plans.

Various Construction Companies

San Diego, CA, Denver, CO

Tradesperson, Estimating, Business Development, and Management

Jan 1993 - Mar 20104

Lead project estimator for some of the largest American general contractors on publicly and privately funded core/shell, tenant finish, and tenant improvement projects ranging from \$1,000 to \$173 million (2024 inflation-adjusted value), spanning hard bid to design-build and negotiated work. Project types include residential, military, heavy/highway, education, hospitality, healthcare, office, water and sewer treatment, multifamily, retail, gaming, and correctional facilities. Also serve as chief estimator for a masonry subcontractor. Field management experience includes general contractor superintendent/assistant project manager on military projects and project manager on independent projects. Involved in business development activities for general contractors and the masonry subcontractor. Served as framing foreman for a custom home builder with responsibility for hiring and terminations. Tradesperson experience spans nearly all trades, including demolition, foundations, rough and finish carpentry, utilities, drywall, paint, siding, windows, roofing, flooring, masonry, landscaping and others. Tradesperson work history includes mostly residential projects ranging from starter tract homes to multi-million-dollar estates up to 25,000 square feet, as well as commercial tenant improvements. Skilled in Windows, Mac, Microsoft Office, Xactimate, Winest, Timberline, Planswift and Paydirt. Familiar with ConstructConnect Takeoff, Onscreen Takeoff, and Sage. Able to handle multiple projects and initiatives simultaneously. Core competencies include conflict resolution, risk management, problem solving, critical thinking, emotional intelligence, training, onboarding, negotiating, and team building.

ACADEMIC CREDENTIALS

University of Phoenix
BS, Business Management

2007

CERTIFICATIONS

- Certified Professional Estimator (CPE)

2023