

## Contact

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(LinkedIn)

## Top Skills

Property Management  
Physical Security  
Event Planning

## Languages

Gujarati (Native or Bilingual)  
English (Native or Bilingual)  
Spanish (Professional Working)  
Spanish (Professional Working)  
Hindi (Professional Working)

## Certifications

Life and Health Insurance License  
Client Focused Communications  
1031 Real Estate Exchanges  
Certified Outsourcing Specialist:  
Finance and Accounting (COS)  
Property and Casualty Insurance  
License

## Publications

Non-Profit Operations (Suwanee  
Business Alliance)

# Prerit Patel

Unconventional strategies in FinTech, Real Estate, Energy & Health to deliver operational efficiency, cost savings, and sustainable growth. Expert in BPO and innovative tech solutions.

United States

## Summary

Be curious (Hawking), not judgmental (Whitman).

This philosophy guides an approach to business and life. Family has designed and built the operational backbones of my ventures – from websites and phone systems to accounting and overall interactions. This hands-on experience, coupled with the incredible customers who've become integral to our progress, has taught the power of collaboration and practical solutions.

As a multifaceted entrepreneur, I specialize in transforming complexity into clarity for business owners and investors. Whether it's streamlining payroll, integrating comprehensive HR and healthcare solutions, pioneering tokenized real estate, or deploying advanced tech platforms, my focus is on giving you greater control and efficiency, often without incremental fees. My transparent model is straightforward: I partner with top-tier vendors, earning commissions directly from them. This allows you to access premium products and services at standard retail prices—or even less—while benefiting from enhanced quality and dedicated support.

My track record includes implementing AI-driven management for self-storage facilities, architecting remote vehicle fleets on Turo, digitizing operations for truck alignment shops, and innovating payroll with tokenized ESOP models. These aren't just projects; they are transformations of traditional operations into high-efficiency, resilient ecosystems. The tangible result? Entrepreneurs and investors retain more profit and can concentrate on their core mission: growing their business and realizing their vision.

I'm always exploring new ways to leverage technology and innovative financial strategies to solve business challenges. If

you're looking to optimize your operations and unlock new levels of efficiency, let's connect.

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## Experience

### RJ Employer Consulting

Founder

May 2012 - Present (13 years 7 months)

Greater Atlanta Area

Pioneered a client-centric model empowering businesses to regain control over payroll, HR, and benefits without incurring direct consulting fees.

I achieve this by forging strategic partnerships with leading PEOs, cutting-edge payroll platforms, and top insurance carriers, earning from these suppliers, not my clients.

Key Outcomes for Clients: Access to enterprise-level solutions, streamlined operations through financial software integration, and reduced insurance premiums, all with no markups or hidden fees.

Leveraged insights from founding Lab & HR Testing Solutions to champion transparency and control, helping business owners transition from outdated systems to future-proof, cost-saving strategies and informed decision-making.

### Lab & HR Testing Solutions

Founder - CEO

May 2011 - Present (14 years 7 months)

Atlanta Metropolitan Area

Launched and scaled Lab & HR Testing Solutions to deliver full-spectrum healthcare and compliance services, simplifying industry complexities for businesses.

Initiated with specialized drug testing services and expanded to offer cohesive healthcare, financial, and compliance solutions, including innovative tools like a custom, no-cost DOT Drug Testing platform for businesses.

This venture provided a unique vantage point, revealing the deep interplay between healthcare, insurance, and taxation, and the inefficiencies in traditional systems.

These critical insights directly shaped the value proposition at RJ Employer Consulting, focusing on integrating best-in-class HR, payroll, and ledger tools to enhance business autonomy, efficiency, and clarity, without direct client charges.

### Agentics Foundation

## Contributor

February 2025 - Present (10 months)

United States

Actively supporting the Agentics Foundation's mission to enhance technology accessibility through creative content creation and co-production of informational materials. (LinkedIn assisted in connecting me with this opportunity)

## Turo

Private Fleet Operations Strategist & Client Mobility Solutions Expert

November 2019 - Present (6 years 1 month)

Greater Tampa Bay Area

Engineered and manage a remote Turo fleet operation in Tampa, successfully sourcing guests through platforms like Airbnb and ensuring meticulous adherence to insurance and state-specific compliance.

Developed a proprietary tool enabling clients (businesses) to offer employees pre-tax vehicle leasing at competitive rates, seamlessly integrating insurance, safety regulations, and operational transparency.

While not a Turo employee, I leverage their platform to demonstrate how integrated, tech-driven mobility solutions can significantly reduce overhead and elevate user experience, all structured to avoid added costs for the end-user.

## JM Mini Storage & Car Wash

Self Storage Owner

August 2004 - Present (21 years 4 months)

Watkinsville, Georgia, United States

Successfully managed and modernized a self-storage facility for two decades, prioritizing tech-driven remote management and innovative customer communication.

Spearheaded operational upgrades from a custom IVR system (2006) to full AI/Twilio integration (2024), consistently reducing overhead, enhancing customer service, and ensuring business resilience through economic shifts. This extensive hands-on experience directly informs my consulting approach, demonstrating that lean, technologically advanced operations are achievable without passing extra costs to clients.

## JM Self Car Wash

Car Wash Owner

August 2004 - Present (21 years 4 months)

Watkinsville, Georgia, United States

Operated a self-serve car wash focused on automation and efficiency at scale, utilizing technology, remote security, and streamlined payment systems to deliver a top-tier customer experience without added customer costs. Pioneered the facility as my first hybrid-ESOP program, which has run successfully for nearly a decade, underscoring my commitment to innovative, employee-centric, and affordable business models.

## Projektive Kapital

Founder

May 2021 - Present (4 years 7 months)

BlockChain reDeFined

Founded Projektive Kapital to reimagine asset utilization, focusing on tokenizing real estate to function as an innovative Employee Stock Ownership Plan (ESOP).

This model enables businesses to leverage their real estate equity for streamlined payroll and transform fixed assets into sustainable revenue tools, effectively merging FinTech, blockchain, and forward-thinking HR.

The core mission is to help clients maximize asset value and liquidity, all with zero extra direct cost.

<https://regus.pages.dev/>

<https://softwarefleet.pages.dev/>

<https://rjecplatform.pages.dev/>

## Accurate Truck Alignment

Shop Owner

January 2017 - December 2019 (3 years)

Suwanee, Georgia, United States

Transformed service operations in the trucking industry by digitizing processes and achieving Hawkeye Truck Alignment certification.

Managed complex maintenance schedules (including oil changes and truck upkeep), gaining deep respect for the logistics sector and its workforce.

Successfully modernized operations with digital tools, enhancing efficiency and compliance without imposing additional costs on clients, proving technology's power to elevate traditional industries.

## Best Buy

Retail Wireless Consultant

June 2010 - February 2012 (1 year 9 months)

Duluth, Georgia, United States

Returned to retail wireless, applying insights from call center management to achieve the lowest customer churn and fraud rates in my cohort.

Championed a value-driven service approach by treating mobile devices as significant client investments rather than mere gadgets.

This consumer-centric philosophy now underpins my consulting ethos: manage client resources with utmost care to ensure maximum value, always avoiding extra fees.

## BP

### Retail Site Owner

June 2003 - January 2011 (7 years 8 months)

Greater Atlanta Area

Managed a high-volume BP gas station, mastering the complexities of fuel pricing, POS system optimization, and strategic inventory management.

This foundational retail experience significantly sharpened my financial acumen and taught me effective strategies to offset fluctuating costs through intelligent operations.

These insights are now applied to help my clients reduce unnecessary expenses and refine their business models, consistently adhering to my no-direct-client-fee structure.

## Verizon Wireless

### Customer Service Quality Manager

October 2009 - October 2010 (1 year 1 month)

Greater Atlanta Area

Progressed from a call center agent to team support, honing critical communication and problem-solving skills during a period of economic challenge.

Managing service quality under pressure reinforced the pivotal importance of honest service delivery and developing efficient, effective solutions, tenets that remain central to my current consulting practice.

## QuikTrip

### Overnight Manager

October 2008 - November 2009 (1 year 2 months)

Peachtree Corners, Georgia, United States

As Overnight Manager, single-handedly managed all store operations, from comprehensive inventory checks and restocking to ensuring consistent customer care and safety.

This intensive, "all-hands-on-deck" retail experience (building on my industry experience since 1993) cultivated exceptional resilience, adaptability, and a keen sense for operational planning, skills I now leverage to streamline complex business processes for my clients.

### The Philly Connection

Franchisee Owner

January 2005 - December 2006 (2 years)

Watkinsville, Georgia, United States

Owned and operated a franchise, mastering the art of optimizing day-to-day operations and rigorous cost control within a fast-paced food service environment.

Successfully elevated profitability by implementing smart inventory systems and strategic efficiency measures. These practical lessons are now channeled into helping my clients achieve lean, tech-enabled growth, typically without incurring direct costs for my services.

### Taco Bell

Franchisee

June 2003 - December 2004 (1 year 7 months)

Watkinsville, GA

Led a Taco Bell franchise, instilling a strong dedication to customer-first service, developing effective employee training programs, and fostering proactive team leadership.

The success in building a loyal customer base and a motivated, efficient workforce directly underpins my current consulting philosophy: prioritize people and streamline operations to positively impact the bottom line and enhance brand reputation.

### Sublet.com

CMO

May 2002 - February 2003 (10 months)

New Milford, New Jersey, United States

As CMO, successfully connected students with reliable housing solutions and provided strategic advice to clients on long-term real estate investment opportunities.

This early-career role was pivotal in sharpening my understanding of real estate economics and complex deal structuring. These skills are now applied to help clients leverage their real estate assets more effectively, often through

innovative approaches like tokenization and advanced financing models, structured to avoid additional client charges.

### New York University

Night Property Manager, Student Events Center

September 2000 - May 2002 (1 year 9 months)

New York, New York, United States

Ensured the safety and security of after-school club events held across three university buildings and five floors, coordinating with security guards to maintain secure postings.

Managed operations for a diverse range of student-led events, including religious, financial, and cultural gatherings, ensuring a safe and welcoming environment for club founders, members, and their visitors.

This role honed skills in logistical coordination, risk management, and stakeholder communication within a dynamic, multi-facility university setting.

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## Education

### New York University

Bachelor of Arts, Pre-Med evolved to Real Estate Economics, Math, Computer Science · (January 1999 - December 2002)