



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Roger W. Long</i>		
Board/Commission Name: <i>Community Roots Housing Public Development Authority</i>		Position Title: <i>Board Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>PDA Governing Council</i>		Term of Position: * <i>4/1/23</i> to <i>3/31/26</i> <input type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: <i>Bainbridge Island</i>	Zip Code: <i>98110</i>	Contact Phone No.: <i>[REDACTED]</i>
Background: <i>Roger Long serves as Vice President for HAL Real Estate where he is responsible for sourcing and structuring new investments and managing the existing portfolio. Prior to joining HAL, Roger served as a Senior Vice President for Wells Fargo where he originated and managed over \$2.5 billion of construction, bridge, and structured debt capital for private equity and institutional commercial real estate investors. During his tenure at the bank, he also chaired Wells Fargo CRE's Retention & Recruitment Committee and served on Wells Fargo's Multifamily Council. Within the Seattle real estate community, Roger serves as a guest lecturer at the University of Washington Certificate in Commercial Real Estate Program and is active in NAIOP and ULI. Roger earned his Bachelor of Science in Business Administration from Miami University, where he concentrated in Finance, and also completed the University of Washington Certificate in Commercial Real Estate Program.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): September 8, 2025		Appointing Signatory: <i>Frank Alvarado</i> <i>Community Roots Housing Governing Council, Board Chair</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

RELEVANT EXPERIENCE

WELLS FARGO & COMPANY

Senior Vice President | Commercial Real Estate, Seattle, WA

2019 – Present

- Primary responsibilities include business development, loan origination, underwriting, structuring, documentation, closing, compliance, portfolio management, and cultivating client and prospect relationships.
- Manage a portfolio of over \$930 million (average loan size of \$40.5 million), which is Wells Fargo's largest book of Commercial Real Estate loans in the Pacific Northwest.
- Nearly \$400 million in loans mandated and slated to close before year-end 2019.
- During time as a lender, funded over 100 Commercial Real Estate loans comprising over \$2.5 billion in net new originations for Wells Fargo's own balance sheet of which \$1.5 billion represent loans to fund construction of single-family and multi-family projects.
- Largest producer of Commercial Real Estate loans for Wells Fargo in the Pacific Northwest year over year.
- Clean internal and external audits.

Vice President | Commercial Real Estate, Seattle, WA

2010 – 2018

- Underwrote, originated, and managed a book of loans totaling over \$650 million in commitments during this time. The preponderance of loans secured by single-family, multi-family, and office developments.
- Provided financial analysis, structuring expertise, and negotiated sophisticated credit facilities.
- Had an integral role in deepening key relationships and establishing new client base of area developers.
- Gained expertise and experience in condo, homebuilder, office, industrial, and multi-family lending.
- No blemishes noted during any of six internal risk evaluation audits and two federal audits from the OCC.

Associate | Credit Management Training Program, San Francisco, CA

2008 – 2009

- Participated in an advanced credit training program designed to enhance deal evaluation, debt structuring, underwriting, and business development skills.
- Performed credit analysis including: quantitative risk assessment, financial statement analysis and projections, industry and business risk evaluation, management assessment, and loan structuring.

Financial Analyst | Commercial Real Estate, Seattle, WA

2006 – 2007

- Supported the Portland and Seattle Commercial Real Estate offices overseeing a \$1.5 billion+ loan portfolio of over 25 customers involving retail, office, industrial, and residential development.
- Analyzed historical financial statements of developers, assessing operational strengths and weaknesses including leverage, liquidity, cash flow, earnings, availability of collateral, and ability to service debt.
- Assembled complex financial models that identified the potential financial performance of an asset for both initial underwriting purposes and existing loans.

EDUCATION

MIAMI UNIVERSITY, Richard T. Farmer School of Business, Oxford, OH

2001 – 2005

- Bachelor of Science in Business Administration
- Major: Finance
- Minor: Anthropology, with an emphasis in International Business

UNIVERSITY OF WASHINGTON, Certificate in Commercial Real Estate, Seattle, WA

2010 – 2011

- Examined trends in commercial real estate, enhanced knowledge, and honed in skills surrounding the real estate development process, and reviewed associated legal and taxation issues.
- Learned static and dynamic analysis skills for office, retail, industrial, and multi-family property types.

COUNCILS

- Wells Fargo Commercial Real Estate's Development & Engagement Council – Current Position: Chair of Recruitment & Retention managing a team of 10 members.
- Wells Fargo Multi-family Council – Current Position: Member of the Data Tracking team.

AWARDS

- 2008: Due to top level performance was selected to attend Wells Fargo's advanced Credit Management Training Program.
- 2013: Funded the largest number of Commercial Real Estate transactions in the nation for Wells Fargo.
- 2016: Golden Spoke winner, which is the most prestigious award given within Wells Fargo's entire wholesale banking group.
- 2017: In the top 10 of all Commercial Real Estate Client Managers nationally to fund multi-family loans since the recession.

Community Roots Housing Public Development Authority

15 Members: Pursuant to [RCW 35.21.660, 35.21.670, and 35.21.730-755, and Seattle Municipal Code Ch. 3.110], all members subject to City Council confirmation, 3-year terms however, for initial terms should be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 12 Governing Council-appointed
- 3 Mayor-appointed
- Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	3	1.	Member	Ann T. Melone	04/01/24	03/31/27	1	Governing Council
6	F	N/A	2.	Member	Drew Weber	04/01/23	03/31/26	1	Governing Council
3	M	3	3.	Chair	Frank F. Alvarado III	04/01/24	03/31/27	3	Governing Council
2	F	4	4.	Member	M. Michelle Purnell-Hepburn	04/01/23	03/31/26	2	Governing Council
2	M	2	5.	Member	Shaun Frazier	04/01/23	03/31/26	1	Governing Council
6	F	6	6.	Member	Jill Cronauer	04/01/23	03/31/26	3	Governing Council
4	M	N/A	7.	Vice Chair	Derrick Belgarde	04/01/22	03/31/25	2	Governing Council
2	F	N/A	8.	Secretary	Michelle Morlan	04/01/24	03/31/27	2	Governing Council
6	M	N/A	9.	Member	Roger W. Long	04/01/23	03/31/26	1	Governing Council
6	F	3	10	Member	Kristin Winkel	04/01/24	03/31/27	2	Governing Council
6	M	3	11.	Member	Aaron Pritchard	04/01/24	03/31/27	1	Governing Council
6	M	N/A	12.	Member	Kelly Price	4/01/24	3/31/27	1	Mayor
6	M	3	13.	Treasurer	Chasten Fulbright	04/01/23	03/31/26	3	Mayor
2	F	N/A	14.	Member	Shalimar Gonzales	04/01/23	03/31/26	3	Mayor
9	F	3	15.	Resident Member	Saunatina Sanchez	04/01/25	03/31/28	2	Governing Council

SELF-IDENTIFIED DIVERSITY CHART

SELF-IDENTIFIED DIVERSITY CHART					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	1	-	-	-	1	-	-	-	2	-	-	-
Council	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	7	-	-	-	3	1	1	-	6	-	-	1
Total	7	8	-	-	-	4	1	1	-	8	-	-	1

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.