




## One on One: Matt Dodd

Monday, August 04, 2008

By CAMI JONER, **Columbian staff writer**

 [Email This](#)

 [Larger Font](#)

 [Print This](#)

 [Smaller Font](#)

 [Digg This Story](#)

Advertisement

### Tell us about your job.

I specialize in development land and investments, in particular, residential subdivision properties.

### So, what's the goal?

To market the properties and sell them to potential buyers.

### What are the challenges to the job right now?

The challenge is finding sellers who are willing to accept the lower prices that developers and builders will pay today because of the slower market.

### How did you land this job?

I worked at an appraisal firm for four years and this was kind of the next logical step in the real estate industry — the next logical step in my mind, anyway. I was ready to take on a new challenge.

### How many work hours in a typical day?

Between eight and 10.

### What business decision makes you especially proud?

I'm proud of myself for going to work as a broker and for taking on the difficult assignments at my prior job because that showed me I was capable of more than I thought I was.

### What are you reading for leisure?

"Bowerman and the Men of Oregon: The story of Oregon's Legendary Coach and Nike's Cofounder," by Kenny Moore.

### What's the best business advice you've ever received?

There's a good quote from Randy Pausch, who wrote "The Last Lecture," something to the effect that "It's better to fail in a spectacular fashion than it is to succeed being ordinary or mediocre."

### What steps are you taking to live up to that challenge?

You've got to constantly challenge yourself and sometimes that means taking a risk.

### What's the biggest risk you've ever taken?

Leaving a steady industry in the appraisal business and going into something that's more risky, but can also be extremely rewarding.

**Is the American dream alive? Why or why not?**

Yeah, absolutely, because somebody can go from having nothing to having everything if they just work hard enough. I mean, look at all the stories of people who have made career changes and been successful. And it doesn't have to just be financially, success can just mean people are going for their dreams.

**What's getting the most play right now on your car CD player or iPod?**

Coldplay's new album, "Viva la Vida."

**Favorite restaurant?**

Hawaiian Time in Eugene, Ore.

**Most money you've ever spent on a tie?**

Twenty bucks. I'm cheap.

**What was your first job and what did you learn from it?**

Probably mowing lawns, but I don't know that I really learned anything from it. I guess I learned that I needed to do something that made more money.

**What has been your biggest career break?**

Being put in the position of commercial real estate appraiser, which allowed me to excel and prove myself. That's what helped me understand my potential.

**What advice would you give to someone who's just starting out in your business?**

Be aggressive and try to make progress every day toward your end goal.

**As a kid, what did you dream about doing as an adult?**

When I was really little, I dreamed of being in the Coast Guard because I lived *in a coastal community and I was fascinated by their boats.*

*Cami Joner covers business for The Columbian. She can be reached at 360-735-4532 or via e-mail at [cami.joner@columbian.com](mailto:cami.joner@columbian.com).*

**The Columbian Publishing Co. copyright & permissions rules**

All materials appearing in The Columbian are protected by copyright as a collective work or compilation under U.S. copyright and other laws and are the property of The Columbian Publishing Company or the party credited as the provider of the content. You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, including a local area network, sell or offer it for sale, or use such content to construct any kind of database. However you may download from columbian.com such content for your own personal, noncommercial use but only if you make only one machine readable copy and/or one print copy. You may not alter or remove any copyright or other notice from copies of the content. Copying or storing any content except as provided above is expressly prohibited without prior written permission of the copyright holder identified in the individual content's copyright notice.

To obtain permission to photocopy content of The Columbian, contact Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923; FAX (978) 750-4470, or [www.copyright.com](http://www.copyright.com). All other requests for permission should be directed via email to [archives@columbian.com](mailto:archives@columbian.com).