

WILBUR STRICKLAND LIFETIME ACHIEVEMENT AWARD

Maury L. Carter, the youngest of eight children, was born on April 16, 1933, and grew up on a farm in south-central Virginia. His father was a farmer and carpenter, and his mother was a homemaker. He grew up poor, in a rural agrarian community, but had a strong family that modeled integrity and hard work. In May of 1953, Maury worked bridge construction in West Virginia and lived in a boarding house. When necessity forced him to replace the dead battery in his car, he was left with one nickel and one penny in cash, until his next paycheck.



MAURY L. CARTER

the driver's job. This taught him that economic opportunities in his home town were not for him. Although this experience impacted him personally and financially at the time, it also helped shape his thinking about the importance of economic development and job creation in communities.

Maury Carter's search landed him a job in Baltimore, Maryland, with Glen L. Martin Company, later known as Martin Marietta and now Lockheed Martin. The Martin Company treated him well. He achieved numerous promotions within the company. His success at Martin supplanted his dream to attend the University of Virginia. Instead, Maury decided to pursue his college degree at night while working full-time for Martin. The Martin Company had plans to open a plant in Orlando, Florida, and he positioned himself to be transferred. He packed everything he owned into his car and moved to Orlando in March, 1957, and the Orlando plant opened in 1958. On September 6, 1959, he married Elaine Smith.

Maury began to think about investing in real estate. He spent years studying the market while working full-time and going to college at night. He earned his degree in 1967 from Rollins College — 17 years after graduating from high school.

After completing military service in 1955, Maury Carter returned home looking for a temporary job until he could enroll at the University of Virginia. During this time, an event occurred that helped shape Maury's life. The local Pepsi truck driver wrecked the delivery truck. Maury knew the driver would lose his job. The next day, Maury went to apply for the job but discovered that many people were lined up for

He made his first real estate investment in 1963 with his brother-in-law — a 40-acre orange grove for \$40,000. The young investors put down about \$10,000 and borrowed the rest. Even though Maury and his brother-in-law alternated making the payments, it was often a struggle. About five years later, they sold the land for \$264,000 and realized gross profit of over \$100,000 for each of them. This was a watershed moment for Maury, making approximately eight years worth of income on one land investment. Maury Carter continued to invest in land. He was working full-time, going to school at night, married with two young children and scraping the money together to do deals. He drove used cars, changed his own oil, did his own tune ups, saved and invested in land. This continued from his first land investment in 1963 until he left Martin in 1972 to pursue real estate full time, first as an associate at J. Rolfe Davis & Associates and later opening Maury L. Carter & Associates, Inc. in 1974.

Over the years, Maury L. Carter & Associates, Inc. and their investors have bought and sold tens of thousands of acres. Notable deals include: Lake Nona, Hunter's Creek, MetroWest, Keene's Pointe, Eagle Creek, Summit Greens, Harmony, Independence, Orlando Corporate Center, and La Vina, as well as conservation deals such as Split Oak, Triple N Ranch, Wekiva/Sulphur Springs, Hanover Shoe Farms, and Candler Ranch. Maury Carter's track record in Central Florida land investment and brokerage is unequalled. His statistics are staggering, having handled sales of more than 200,000 acres of land. The firm he started has closed over one billion dollars in transactions and is active in property investments throughout Florida, Georgia, Texas and Virginia.

In keeping with his philosophy of promoting job creation and economic development, Maury served eight years on the Board of Trustees for Ferrum College in Virginia. He has facilitated gifts of land in Lake County to South Lake Hospital, Lake Sumter Community College and the University of Central Florida. These gifts resulted in the creation of a 250 acre educational and medical campus in Clermont. As a result, kids who grow up in South Lake County can obtain a four-year college degree and thereafter find fulfilling careers in their hometown — opportunities that Maury Carter did not have. A believer in the value of education, scholarships at Ferrum College and at the University of Florida are named for Maury and the Carter family.

Maury has been married for over 48 years to Elaine, has two grown children and five young grandchildren.

Despite his impressive achievements, Maury Carter truly has not changed from his humble beginnings. He is genuinely flattered that people want to invest with him. He is a man of character, integrity and humility. A man of vision, a pioneer. A lifetime achiever in the real estate industry.