

Real Estate Sales Professional

More than 7 years of sales and marketing experience in the real estate business with expertise in New Home Sales. Identified and evaluated potential revenue opportunities. Developed and executed sales and marketing strategies that significantly increased visibility and generated sales. Utilized consultative selling techniques throughout and developed interactive business relationships with clients, financial advisors and members of the community. Consistently exceeded sales goals and recognized as a top achiever. Exceptional communication, presentation, and negotiation skills with an outstanding ability to earn customer loyalty. Ability to apply strong problem-solving skills, persistence, and resourcefulness to achieve positive results. Experienced using Word, Excel, and Real Estate CRM software WinIDS.

Areas of Expertise

- Consultative Selling Techniques
- Negotiation and Closing Techniques
- Time Management and Organization
- Sales Presentations
- Customer Relationship Management
- Marketing and Advertising Campaigns

Key Accomplishments

- Obtained a contract with a new home builder, Watson Condominiums to sell 153 adult lifestyle condos. Required to prepare and present a business plan with marketing ideas and method for presenting and selling properties. Selected from among 4 local Real Estate agents. Ultimately sold 137 homes within a two year period.
- Developed a long term profitable relationship with a family and sold 7 homes over a 5 year period to the different family members.
- Recognized as being among the top 5 income producers within assigned office.

Career History

Real Estate Sales Representative

Halstead Realty Group

2000 to Present

New York, NY

List and sell residential properties in Manhattan, Long Island and the Hamptons. Organize and conduct open houses. Prepare and negotiate contracts. Maintain database of clients and contacts. Prepare and post advertising to assist in sales of homes. Provide market analysis and expertise to potential client sellers to assist with price listings.

- Recipient of the President's Gold achiever's award in 2005 & 2006 for gross sales that exceeded \$95,000.
- Recipient of the President's Platinum achiever's award in 2004 for gross sales that exceeded \$190,000.

Sales & Catering Manager

Summit Hotel & Conference Centre

1987 to 2000

Long Island, NY

Organized corporate meetings, special events and weddings. Prepared and reviewed detailed in-house catering plans for all departments. Assisted clients in creating menus and organizing event details for corporate functions and weddings. Acted as liaison between corporate and hotel departments. Maintained on-going contact with corporate clients for rebooking opportunities. Generated new sales through sales calls, on site visits and luncheons. Also functioned as Duty Manager for the hotel assisting both guests and corporate clients as well as supervising the various hotel departments.

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Education and Training

Continuing Education Courses:

Floyd Wickman Course on Selling Real Estate
CMHC Market Analysis
Solutions for the Top Ten Consumer Complaints
Effective Marketing
Building Loyal Customers
Increasing Competitive Edge

Required Real Estate Courses:

1. Real Estate as a Professional Career - 3 phase course
2. Articling Courses: Property Law, Principles of Appraisal, Principles of Mortgage Financing.

Columbia University

New York, NY

Bachelor of Commerce with a specialization in Hotel & Food Administration.

1987

Cambridge Academy

New York, NY

High School Certificate.

1983

Professional Associations

- Real Estate Board of New York
- National Association of Realtors

Comments from Happy Clients

"Thank you Ellen for making this difficult task not only pain-free but pleasant." – L.D.

"Thanks for your patience and endless support while I was looking for a new home. I appreciated the time you took to explain everything to me and making an otherwise very stressful time a lot more manageable." – A.B.

"Thank you for all your help with the house. We still can't get over it being sold in 3 days!" – B.B.