

SALES MANAGEMENT / BRANCH MANAGER

PROFILE

Sales and Operations Manager with strengths in strategic planning and execution to drive achievement of revenue goals, process improvements, customer service, and improved performance across all departments. Develop and empower personnel to achieve goals and cohesive teamwork utilizing innovative business practices and technology. Able to relocate.

AREAS OF EXPERTISE

Strategic Planning & Execution	Team Leadership	Client Relations
P&L Accountability	Operations Management	Customer Service
Budget Management	Process Improvement	Training

PROFESSIONAL EXPERIENCE

COLDWELL BANKER RESIDENTIAL BROKERAGE, La Jolla, CA 2012 - Present

Broker Associate

- Manage client relationships to facilitate home purchases and sales in San Diego County.
- Led a team to achieve Diamond Society for two years, ranking in the Top 15% of Coldwell Banker Agents in the nation. Collectively sold 20 properties valued over \$12 million.
- Train, coach and motivate a high performance team to achieve goals.

PRUDENTIAL CALIFORNIA REALTY, San Diego, CA 2005 - 2011

Branch Manager – Mission Hills / Downtown / Hillcrest / Point Loma / San Diego

- Served in a Regional VP capacity to manage the growth and productivity of six offices comprised of 250 plus agents.
- Coached and trained 6 Assistant Managers in Manager in Training programs; accountable for production and recruiting at large offices (75+ agents) and small satellites to achieve goals.
- Directed annual strategy planning meetings to determine opening and consolidating of offices to meet P&L goals; consistently met financial goals and customer satisfaction.
- Developed and met forecasts by effectively managing \$6 million annual operating budget.
- Ensured compliance of administrative functions and training requirements to adhere to regulatory agency requirements.
- Presided over any internal arbitration and mediation actions within the company.
- Awarded *Manager of the Year* by the San Diego Association of Realtors in 2006.

COLDWELL BANKER RESIDENTIAL BROKERAGE, San Diego, CA 1995 - 2005

Branch Manager – Metro Office, San Diego

- Led strong growth and productivity for two offices with 85 agents.
- Recruited an average of 20 agents each year, leading to year over year sales increases and retention of top performers.
- Championed the development of the Coldwell Banker Real Estate School, which successfully led to increases in recruiting new agents. Managed curriculum development, marketing, instructor training, and compliance with state regulations.
- Identified the need for a new position and created the first Transaction Coordinator position for the industry, which improved accuracy and processing time of sales/purchase contracts.
- Conducted weekly office meetings with agents and staff. Met quarterly with each agent to review productivity, discuss goals and objectives, and coach on improvement areas.

MCMILLIN REALTY / P.R. MORTGAGE, Scripps Ranch, CA

1992 - 1995

Vice President of Operations and Broker of Record – Corporate Office

- Implemented new employee recruiting and training programs for both P.R. Mortgage and McMillin Realty. Created and instructed classes and seminars for agent development which qualified for their required continuing education units for licensure.
- Assisted Branch Managers with developing and attaining productivity goals through strategic analysis, training and motivating staff, and ensuring adherence to policies and procedures.
- Designed and managed the first McMillin Real Estate School to instruct Real Estate Principles classes for candidates seeking a career in the real estate or mortgage industry as well as advanced classes for current agents. Served as an Instructor.
- Reviewed and maintained contracts and document integrity for each transaction.
- Developed and executed business plans to open new offices and close/consolidate offices to ensure operational efficiency, cost reductions, profitability and high team morale.

THE JELLY COMPANY, San Marcos, CA

1990 - 1992

Branch Manager

- Chosen for turnaround assignments to manage underperforming branches and implement training and best practices to improve operations. Selected to open several new branches in San Diego County.
- Led new operational initiatives to increase recruiting, streamline procedures, and efficiently manage operating budgets.

CENTURY 21 – VILLAGE REALTY, La Jolla, CA

1988 - 1990

Branch Manager

- Opened a larger office to address rapid growth; doubled staff to over 30 agents.
- Achieved Centurion ranking for exceptional revenue performance.

CENTURY 21 – DE MARES AND ASSOCIATES, Lancaster, CA

1984 - 1988

Broker

- Represented buyers and sellers of residential homes, consistently achieving annual goals.

COMPUTER SKILLS

Microsoft Office Suite: Word, Excel, PowerPoint, and Outlook

AWARDS

Manager of the Year for San Diego Association of Realtors, 2006

Manager of the Year for Coldwell Banker, 1998

LICENSES

Licensed Real Estate Broker - State of California, Dept. of Real Estate

Pilot's License

TRAINING

Extensive management, leadership and coaching courses from industry leaders: Robbins Research Intl. - Anthony Robbins, Tom Ferry - Your Coach, and The Mike Ferry Organization

EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE, Northridge, CA

Bachelors of Art in Psychology, minor in Business Real Estate

San Diego Mesa College, Degree of Associate Arts in Psychology