

# DEBORAH COLEY

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## Professional Summary

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Dynamic and knowledgeable Real Estate Broker with over 20 years of experience in residential real estate and property management. Detail-oriented and well-trained across various facets of the industry, I excel in client services and branding strategies that drive profitability, monitor market trends, and nurture client relationships. My strong leadership and mentorship abilities are complemented by extensive teaching experience, enabling effective collaboration and multitasking.

I am a 2019 graduate of the Texas Realtors Leadership Program and actively participate in multiple committees within the San Antonio Board of Realtors and Texas Realtors. Additionally, as a multi-year member of the Professional Standards Committee, I engage in grievance and arbitration hearings at the state level. I am proficient in managing risk and compliance issues, particularly related to the Texas Promulgated 1-4 Residential Sales Contract.

Additionally, I serve as an instructor through Texas Realtors and The Realtor Academy, focusing on pre-licensing, continuing education, and designation courses. My passion is in Contracts, Agency, and Compliance. I am committed to elevating the standards of the real estate profession through education and empowerment.

## Skills

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- Leadership and Team Management
- Mentoring and Training Agents
- Pre-Licensing, Continuing Education Instruction
- Sales Expertise (Buyer and Seller Representation)
- Risk Management
- Property Management
- Promotion and Advertising Strategies
- Effective Communicator with Agents/Clients
- Negotiation of Home Sales and Purchases
- Neighborhood Database Management
- Collaborative Teamwork

## Work History

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### **Managing Broker, VP of Growth & Marketing** **Century 21 - Integra/The Hills**

1/25-Present

As Managing Broker and VP of Growth & Marketing at Century 21 Integra/The Hills, I led strategic initiatives to drive growth, enhance agent performance, and strengthen the company's market presence in Kerrville, Seguin, and San Antonio, with a primary focus on San Antonio Proper. Reporting directly to the Head of Brokerage, I was responsible for developing and executing consistent processes tailored for Century 21, aimed at achieving over \$20M in GCI within two years.

- **Brokerage Management:** Provided expert guidance to agents on contract questions, transaction issues, and risk management, ensuring compliance with all state and company regulations.
- **Recruiting & Retention:** Developed and executed recruitment strategies to attract top-performing agents and teams, leveraging existing relationships and industry knowledge to expand market share.
- **Agent Training & Development:** Delivered comprehensive training programs focused on contracts, negotiation, compliance, and transaction management, empowering agents to improve productivity and client service.
- **Operational Excellence:** Established and refined Standard Operating Procedures (SOPs) to streamline brokerage operations, enhance compliance, and ensure consistency across all transactions.
- **Strategic Growth:** Spearheaded business development initiatives to increase sales volume and expand market reach in key Texas markets.
- **Onboarding & Integration:** Oversaw the onboarding process for new agents and teams, facilitating a smooth transition and alignment with the company's culture and expectations.
- **Leadership & Influence:** Actively contributed to the company's strategic decision-making as part of the Leadership Team, aligning growth strategies with corporate goals.
- **Industry Representation:** Represented the company at key industry events, building brand awareness and establishing relationships with key stakeholders.

### **Skills & Competencies:**

- Strong leadership and interpersonal communication skills
- Expertise in contract law, transaction management, and compliance
- Proficiency in Microsoft Office Suite and brokerage management platforms
- Strategic problem-solving and decision-making abilities
- Client service-focused mindset with a calm, solution-oriented approach under pressure
- Self-motivated, organized, and results-driven with a proactive attitude

This role allowed me to leverage my deep industry expertise and leadership experience to drive growth, improve agent performance, and position Century 21 Integra/The Hills as a market leader in Texas.

### **Broker, Property Management Specialist, Instructor**

05/2005 to Current

#### **DebCo Realty, LLC / Realty Pros / Realtor Academy – San Antonio, TX**

- Established and grew a real estate agency, driving recruitment and operational development
- Course development and instruction covering key topics including pre-licensing requirements, continuing education, and designation courses.
- Adept at utilizing a variety of teaching methods including case studies, workshops, and online learning platforms to accommodate diverse learning styles.
- Dedicated to fostering a supportive and collaborative classroom environment that encourages questions and discussions.
- Actively involved in staying updated on industry trends and regulatory changes
- Experienced in building strong relationships with students, colleagues, and industry professionals, enhancing networking opportunities and student engagement.

- Guide and assist sellers, buyers, and renters in effectively marketing, purchasing, selling, and leasing properties at optimal prices and terms, leveraging strong negotiation skills.
- Assess clients' needs and financial capabilities to recommend tailored solutions that meet their objectives.
- Facilitate negotiation processes, providing clients with insights on market conditions, pricing, mortgages, legal requirements, and related matters to ensure fair and transparent transactions.
- Conduct comparative market analyses to accurately estimate property values.
- Showcase and market real estate to potential buyers and sellers.
- Prepare essential documents, including contracts, leases, addenda).
- Maintain and update listings of available properties for sale and rent.
- Collaborate with appraisers, escrow companies, lenders and home inspectors.
- Build networks and collaborate with attorneys, mortgage lenders and contractors.
- Collected fees and documented payment processes for property management transactions
- Coordinate property repair requests and build relationships with contract vendors
- Acted as a liaison between property owners and prospective buyers, facilitating seamless purchases and ownership transfers

### **Office Manager and Owner Operator**

03/1997 to 10/2018

#### **WOW Event Rentals – San Antonio, Texas**

- Oversaw daily business operations to ensure efficiency and productivity.
- Developed, implemented, and enforced business policies to ensure consistency and maintain high-quality standards across all operations.
- Improved operational efficiency by effectively managing budgets, accounts, and costs.
- Enhanced team performance through coaching and mentoring on management principles, industry best practices, company procedures, and technology systems.
- Reduced employee turnover, motivated and fostered professional growth by recruiting team-oriented candidates and introducing innovative training practices.
- Streamlined hiring, training, and performance management processes to optimize team effectiveness.
- Stayed informed about industry trends by attending trade shows and markets to evaluate and order inventory.
- Established and refined internal policies to ensure responsiveness to market demands.
- Maintained accurate administrative records to monitor operational performance.

### **Head Start Lead Teacher**

08/1984 to 12/1998

#### **East Bay Area Head Start Bananas Program – Richmond, CA**

- Develop and implement age-appropriate curriculum that aligns with Head Start guidelines and promotes cognitive, social, and emotional development for children aged 3 to 5.
- Lead a classroom of 21 children, fostering a nurturing and inclusive environment that encourages curiosity and learning.
- Collaborate with parents and families to create individualized learning plans and maintain open communication regarding child progress and development.
- Conduct regular assessments to evaluate each child's growth and development, adjusting instructional strategies as needed.
- Supervise and mentor assistant teachers and classroom volunteers, ensuring adherence to educational standards and best practices.
- Organize and facilitate parent-teacher conferences and family engagement activities to strengthen community relationships and support children's learning.
- Maintain a safe and clean classroom environment, following all health and safety regulations.

## Education

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Early Childhood Education

**Contra Costa College** - San Pablo, California

Real Estate - Over 1000 Hours Taken

**Real Estate School & Classes** - San Antonio, Texas

## Accomplishments

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I hold several industry designations:

Broker, ABR, AHWD, ALHS, CRS, GRI, SFR, TRLP, TRLS

I am a 2019 Graduate of the Texas Realtors Leadership Program

I serve on various committees at both the local and state levels

I am an Instructor thru Texas Realtors as well as The Realtor Academy

## Additional Information

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- Willing to relocate: Anywhere, Authorized to work in the US for any employer