

REAL ESTATE EXECUTIVE – HEAD OF SALES & OPERATIONS – START-UP EXECUTIVE

With full P&L responsibility, results focused **Real Estate Executive and Start-up Professional** with 20+ years of real estate industry experience leading through rapid growth and expansion. Resourceful employee advocate and customer liaison with an ability to manage multiple projects simultaneously, streamline operational efficiency, develop goals, drive continuous process improvement, cultivate client rapport to improve engagement, and establish customer-focused policies and procedures. Solutions-oriented, top-performing team builder seeking a position to leverage my background into an executive role for a progressive real estate organization.

CAREER HIGHLIGHTS

- Led, managed, and grew four real estate start-up companies. Drove revenue >\$37M in one year for Owners.com, \$12M for NAI, and \$17M for Movoto Real Estate Brokerage.
- Drove sales volume to \$596M in the first year as VP of Real Estate for OJO Labs/Movoto.
- Hired, trained, and managed 300+ agents for Owners.com. Implemented multiple, multi-platform sales training programs, generating Top Producers, and reducing time to first check by 75%.
- Rapid headcount growth of >65% YOY for NAI.

PROFESSIONAL EXPERIENCE

Vice President of Real Estate, Crib Equity, 2023 – Present

Launch national brokerage focusing on licensing and compliance. Crib Equity provides a more affordable path to homeownership. By co-investing alongside homebuyers in the down payment, we can remove the #1 barrier to purchase and help people become homeowners sooner.

Vice President of Real Estate, Vertical Real Estate Services Inc, 2023 – Present

Broker of record in five states. Vertical Real Estate has offices nationwide. Specializing in acquisitions & Investments, Property Management, Buyer Representation, Residential & Commercial Sales, Short Sales, Distressed Sales, Foreclosure, REO's, Auction Sales, and Bulk Sales.

Vice President of Real Estate Operations, Movoto (OJO Labs), 2020 – 2023

With full P&L responsibility, recruited to build and scale company real estate brokerage prior to company acquisition by OJO Labs. As the fastest-growing, top five residential real estate search site, the company boasts \$24M in monthly visits. Revamped and implemented sales training programs to facilitate the acquisition and drive cultural transformation. Headed a multistate 250-agent BaaS real estate brokerage.

- **Achieved a 98% Retention of Agents and Brokers through Acquisition and Restructuring** – Transitioned 250 agents to a new executive team, systems, and procedural changes, including redesigning the value proposition.
- **Exceeded 20% Sales Volume and Gross Revenue Growth YOY Each Year** – Restructured value proposition, increased training, and support. Drove team initiatives toward market opportunities.
- **Achieved Profitability of a BaaS brokerage Three Years Ahead of Targets** – Cut costs by reduction of office footprint and value proposition restructuring. Drove increased sales volume through effective recruiting, targeted training, and business development.

Managing Director, NAI Northern California, 2017 – 2020

With full P&L responsibility of \$17M, led operations, business development, and growth strategies for three offices. Streamlined operations, revamped processes, and improved profitability.

- **Developed and Trained Staff to Improve Productivity. Created a two-day *FastTrack* Training Program** – During my first year, the company had four Top Producers. Within year two, the company boasted twelve Top Producers. One junior agent achieved Top Producer within the first year, earning >\$500K.
- **Identified and Introduced New Institutional Leasing Product Line** – Developed internal processes, marketing tools, referral process, and recruitment initiatives. Grew leasing team to five brokers and \$2M in revenue (~10% of total revenue)
- **Sourced and Negotiated Service Agreements with Technology Vendors** – Implemented and used Salesforce, Costar Buildout, Lever and LevelEleven

Director of Brokerage Operations, Alitsource/Owners.com, 2016 – 2017

Recruited to rapidly scale and accelerate sales growth for national discount brokerage and listing portal. Owned 300+ sales agents, organized and led operations in eight states, growing sales from \$0 to \$37M in one year.

- **Hired, Trained, and Managed 300+ Sales Agents and 65+ Team Members** – Developed organization structure, talent acquisition strategy, and onboarding program.
- **Streamlined Processes to Improve Profitability** – Helped buyers and sellers save an average of \$7,500 per real estate transaction.
- **Established Offshore (Philippines) Inside Sales Team** – 100+ associates to process US transactions. Revamped process to be more efficient and reduced customer service error rate by 40%.

Director of Brokerage Operations, Movoto, 2014 – 2016

With a \$1.5M budget, led business development, sales, and operations for a \$9M company that operates in 40+ states. Recruited to align business development with marketing, sales, customer success, pricing, and revenue management.

- **Uncovered \$3M in Loss Revenue Within 3 Years** – Developed and implemented a Real Estate Referral Loss Prevention Program.
- **Generated \$2M in Profit** – Created new revenue streams with the addition of a traditional and flat fee pricing strategy. Added new full-service and limited-service offerings by offering resale brokerage operations.
- **Created and Led Multiple Training Programs** – Developed multi-platform (online and in-person) training on lead conversions, relationship management, and building high-performing teams.

President/Owner, The Stratton Company/Realty World Green Living, 2009 – 2014

Launched and led a technology-based boutique brokerage firm. With full P&L responsibility, managed operations, facilitated transactions, and implemented coaching programs to boost sales volume and reduce turnover. Achieved 100% revenue growth YoY.

VOLUNTEER

Association President/Governing Trustee, West Contra Costa Association of Realtors (WCCAR)
Board of Directors, Director/Lobbyist, WCCAR & California Association of Realtors

EDUCATION

Master of Business Administration, Marketing, Golden Gate University

BROKER LICENSING

California, Nevada, Arizona, Texas, North Carolina, Indiana, Florida, Georgia, Oklahoma.