

Career Outline

Monarch Realty Co. – General Manager/Broker-In-Charge

October 2019 – January 2022 | November 2023—Present

Surpass all metrics & benchmarks (all during COVID)

- Achieved 410% revenue increase in first year with the firm
- Increased agent roster size 5x in the first nine months
- Converted 68% of all broker appointments
- Improved closing rate to 73% of all agents with at least one sale

General management

- Developed systems for onboarding/offboarding and trust accounting
- Introduced new marketing platforms, collateral and ideas
- Built out entire company back end to include proprietary forms, new marketing, digital assets + more
- Launched the first training components in the organization
- Improved risk management compliance across the entire company
- Fostered increased engagement and buy-in among the brokers and staff for company processes and procedures
- Influenced every aspect of the growing business

Problem solver

- Listened, analyzed and advised on agent, staff and client dilemmas

Risk management

- File check all office transactions for completeness and accuracy + overall risk management including keeping current with law and programs
- Primary agent resource for marketing, business planning, best practices

Vylla Home – Regional Manager | Carolinas

January 2022—May 2023

Territory oversight

- Principal manager/Broker-In-Charge in the Carolinas consisting of lead management, transaction/marketing questions, file compliance, cross-departmental functions, 1:1 training, group training, sales meetings
- Maintained active and compliant status with state regulatory agencies and local real estate associations
- Collaborated effectively with customers/employees/vendors

Exceed KPI

- Consistently exceeded recruitment and rev-per-transaction numbers

Decision-making + Analysis

- Analyzed market trends for use in strategy development
- Promoted profitability and productivity through marketing, cost management, short and long-term planning

Continued learning

- Became intimately familiar with additional housing laws and programs - LIHTC, HUD, Section 8, USDA, REOs, BPOs
- Expanded understanding of real estate law, compliance, best practices

Bennion Deville Homes – Managing Broker

August 2015 – July 2019

Education

Master of Accountancy (MAcc)
National University

Bachelor of Arts, Business Administration
Minor in Sports Management
University of Arizona

Highlights

- Guided more than 770 transactions totaling \$393M+ in sales volume
- Built three offices (two brokerages) from the ground up
- Mentored over 350 agents
- Once named Top 50 finalist for Realtor Magazine's 30 Under 30 feature
- Connect with and drive people of all generations and backgrounds to increase productivity

Published Author

The Press Enterprise
Neighbors Newspaper
Mish Mash Magazine

Top Skills and Endorsements

(as appearing on LinkedIn)

Leadership
Marketing
Management
Customer Service
Real Estate
Social Media

Effective leader + Revenue builder

- Transformed 50+ person staff to nearly quadruple revenue from 2015 to 2017 with continued growth into 2019; over-saw increase of five times more units sold during the same period

Well respected manager

- Led all offices company-wide in gross recruiting (total hires) and net (hired vs. departures) 2016-2018
- Developed recruiting and retention systems that saw our retention rate among the best year over year (94.3% vs. industry avg. 67%); mastered prospecting and follow up

Innovator

- Created, coordinated and conducted bi-weekly office meetings, staff training classes and quarterly masterminds
- Designed marketing campaigns (and company manuals) including social media, paid ads, drip marketing/CRM (lead nurturing), video content

First Team Real Estate – Business Development Manager (Asst. Branch Manager) | February 2013 – August 2015

Building rapport

- Recruited new and early-career agents, avg. 4 per month
- Organized, planned and conducted career events

Taking additional responsibilities

- Acted as Branch Manager in regular BM's absence
- Early adopter/trainer of new technologies and systems
- Created complete system for agent recruiting, retention and productivity

Educator

- Worked with new and non-producers to drive business – teaching/training/mentoring, business planning, marketing
- Directed group mastermind meetings and training classes

Ambra Real Estate – Owner/Operator, Managing Broker | March 2009 – October 2012

Results-driven leadership

- Influenced 40 person staff while tripling sales and property management revenues from 2010 to 2011 with continued growth from '11 to '12 through marketing, events, referral-growth, CRM utilization
- Managed the opening of three new locations
- Recruited, hired, and trained new salespersons and employees

Financial responsibilities

- Held complete ownership of budgets, projections, financial statements, KPIs, payroll, 1099s, A/R, A/P, business and client taxes
- Maintained ledgers and accounts including client trust funds; bi-weekly reconciliations of balance sheet and bank accounts; audits
- Comply with state and federal accounting requirements

Marketing proficiency

- Developed and monitored website, social media and all print collateral

Efficient

- Created/improved systems for maximum efficiency – document submissions and retrievals, client dialogues, employee preparedness/effectiveness, marketing

Summary

Results-driven leader with a strong track record of fostering relationships, overseeing projects from inception to completion, and designing impactful educational strategies. Experienced in coaching individuals to success and managing high-performing teams, with a focus on clear communication and effective decision-making in high-pressure situations. A strategic and adaptable professional with a keen ability to grasp new concepts, create compelling presentations, and identify opportunities that align with and drive organizational goals.