



## Michael C.

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Website: [www.CorleyXX.com](http://www.CorleyXX.com)

### VICE PRESIDENT OF SALES AND MARKETING

- ◆ **Over six years experience** specializing in residential sales and leasing, in addition to commercial sales in North Brooklyn neighborhoods.
- ◆ **Featured in April 1, 2007 issue of the Network Journal** for utilizing the Internet as a major marketing tool to aid in sales and rentals of property listings.
- ◆ Arranged \$25 million in **residential sales**, \$3 million in **apartment leases** and \$2.5 million in **commercial property sales** over the past 4 years.
- ◆ Solely responsible for creating and maintaining effective **marketing plans and promotional campaigns** for all aspects of Corley Realty Group, including advertising properties and developing brand recognition.
- ◆ Utilize history as **lifelong Brooklyn resident** to connect with clients, forecast property values and oversee written material in quarterly newsletter Home Matters.

#### KEY AFFILIATIONS

##### National Association of Real Estate Brokers

9831 Greenbelt Road ♦ Lanham, MO 20706  
(member since 2005)

- ◆ Director of Board of Directors
- ◆ Chairman of Technology Committee
- ◆ Co-chair of Membership Committee

#### EDUCATION & CERTIFICATIONS

##### NEW YORK STATE LICENSED BROKER

New York Real Estate Institute, New York, NY

##### ASSOCIATE DEGREE IN BUSINESS

MANAGEMENT – City University of New York:  
Borough of Manhattan Community College

#### ESSENTIALS

- ◆ Over 15 years experience on Wall Street managing credit derivative operations.
- ◆ Long standing commitment to homeownership by individuals and families.
- ◆ **No past client filing or experiencing foreclosure!**
- ◆ Develop specific **market strategies to prevent foreclosure and maximize market value based transactions** to homeowners benefit.

#### CORLEY REALTY GROUP EXPERIENCE

Brooklyn, NY: July 2004 to Present

##### *Vice President of Sales and Marketing*

- ◆ Design and implement marketing plans and promotional campaigns using e-mail, direct mail, web portal advertisements, and broker networks.
- ◆ Trained and managed team of ten sales associates and achieved significant improvements in their productivity.
- ◆ Compare North Brooklyn townhouses with similar properties recently sold in order to determine their competitive market price.
- ◆ Created Preferred Apartment Shopper Program to assist apartment shoppers in leasing apartments, acquiring insurance, and mitigating income risks through guarantor programs.
- ◆ Conceptualized and organized team approach of 4 sales associates working on each townhouse sale.
- ◆ Thoroughly screen applicants to identify risk factors associated with renting apartments.
- ◆ Maintain knowledge of real estate law, local economies, fair housing laws, and available mortgages financing options and government program.