



Michael C.

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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 company's new major marketing tool to aid in sales and rentals of property listings.
- ◆ Arranged \$25 million in **residential sales**, \$3 million in **apartment leases** and \$1 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 better serve clients and to better identify values and oversee written material in quarterly newsletters for Homeowners.

KEY AFFILIATIONS

National Association of Real Estate Brokers – Brooklyn, NY 2004 to Present

9831 Greenbelt Road ♦ Lanham, MO 20625
(member since 2005)

- ◆ Director of Board of Directors – Develop and implement marketing plans and
- ◆ Chairman of Technology Committee – Develop promotional designs using e-mail, direct mail, web
- ◆ Co-chair of Membership Committee – Coordinate advertising, seminars, and broker networks.

EDUCATION & CERTIFICATIONS

NEW YORK STATE LICENSED REAL ESTATE BROKER

New York Real Estate Institute – New York, NY

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

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

ESSENTIALS

- ◆ Over 10 years experience on 5th street managing 100+ properties.
- ◆ Long standing relationship with homeowners by individuals and families.
- ◆ **No past client file or financing foreclosure!**
- ◆ Develop specific **market strategies to prevent foreclosure and maximize market value based transactions** to homeowners benefit.

managed team of ten sales associates and achieved significant improvements in their productivity.

- ◆ Conducted 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.