

SALLY P. PULLEN

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REAL ESTATE SALES PROFESSIONAL

NEW HOME SALES • TRANSACTION COORDINATOR • BUSINESS ACCOUNTS MANAGEMENT

Skilled expert with comprehensive experience in real estate sales and growing businesses

Sales-driven specialist with a proven track record in managing real estate sales, generating and following-up on leads, qualifying potential buyers, educating prospects on products, driving sales volume, and guiding homebuyers throughout the sales process. Adept at preparing accurate purchase agreements, listing agreements, and other real estate documents required for the sale and purchase of residential and commercial real estate. Capable of providing an exceptional home buying experience by educating customers on community and products as well as the overall process including the design, mortgage, construction, and closing processes. Successfully coordinate appointments to show homes to prospective buyers and guide homebuyers and sellers through the sale and purchase of properties in an efficient manner.

Core Competencies:

Business Development • Client Relations Management • Customer Service • Internet Marketing
Product Branding • Social Media Management • Process Improvement • Web Designing
Cost/Benefit Analysis • Expense Control • General Ledger & Payroll • Sales & Marketing Techniques

PROFESSIONAL EXPERIENCE

HOMESMART, Scottsdale/AZ

2016 – Present

Real Estate Agent

Provide proactive services and potential support as a real estate assistant and transaction coordinator, offer exceptional guidance to the team, and generate targeted objectives in a timely manner. Develop, maintain, and track personalized marketing plans tailored specifically to individual homeowners for the sale of property. Perform home evaluations and conduct a competitive market analysis for individual homes. Assist buyers with finding the ideal home while focusing on building relationships with mortgage brokers, attorney networks, and in-house agents. Devise effective plans to facilitate and manage personal estates and business accounts of the organization.

- Process and follow all deals comprising transactions, showings, reaching out to people, drafting real estate documents, arranging inspections, and negotiating agreements in close collaboration with the primary agent.

NP DODGE REAL ESTATE, Omaha, NE

2015

Real Estate Agent

Utilized prospecting techniques to gain new clients, negotiated winning deals for clients while upholding professionalism with the all parties, and succeeded in finding real estate for clients at a fair market value. Conducted outside prospecting and obtained self-generated leads, generated new business development, and defined marketing strategy for residential and commercial real estate listings while coordinating open houses.

- Assisted and negotiated the resale of a commercial property listing with a 16% increase in resale profit, within 30 days of the listing.

COMPLETE NUTRITION, Omaha, NE

2014 – 2015

Training & Operations Developer

Played integral role in launching several marketing campaigns and introducing new product initiatives for franchisees aimed at enhancing client retention and driving profits. Optimized capacity and effectiveness of sales training materials and information through the proper coordination and development of process using the Become Complete University learning platform. Encouraged the development of product knowledge, sales training, business management, marketing, and customer service skills by nurturing and on-boarding new franchisees.

- Increasing client retention by 15% through effective strategies.
- Developed all training materials such as Become Complete University online training platform with an objective to keep people updated on everything.

PARADISE BAY TANNING SALON, Omaha, NE

2013 – 2017

President / Founder

Identified key opportunities and market trends, translated concepts/ideas into comprehensive requirements, and leveraged growth and expansion of a second location. Introduced effective policies and procedures to administer two salons and streamline various aspects pertaining to accounting, advertising and marketing, sales, customer service, hiring, training, and scheduling of staff. Deployed a deliberate vision, assessed needs, and significantly improved results and performance across operational processes and sales procedures.

- Purchased and expanded the company with a consistent 15% YoY increase.
- Coordinated with investors to expand Paradise Bay Tanning to a 2nd location.
- Ranked “Best of Omaha Tanning Salon” since taking ownership in 2007.

EDUCATION

UNIVERSITY OF HAWAII, Manoa, HI

General Education Coursework

METROPOLITAN COMMUNITY COLLEGE, Omaha, NE

Business Management

LICENSES

Arizona School of Real Estate --- 2015 Completed**Nebraska Randall School of Real Estate – 2014 Completed**

TECHNICAL EXPERTISE

Photoshop, QuickBooks, MS Office Suite, Outlook, Internet