

## CAREER PROFILE

Executive leader who excels at creating powerful strategic relationships that result in increased revenue by connecting the dots of the tools, technology, and tactics for strategic sales growth.

## SELECT CAREER HIGHLIGHTS AND ACCOMPLISHMENTS

- **Leadership:** Lead the Business Development division of John L. Scott through the creation of [UCR L.A.B.S.](#), a real-time learning system created to align technology, tools, tactics, for brokers to grow and develop their real estate business. Profitability increased by 17% in the following two years following implementation.
- **Operational:** Lead the eBusiness (online leads) division of John L. Scott Real Estate improving conversion rate from 7.8% to 9.7% (industry standard is 0.9%) by modifying communications, lead response time, leveraging technologies.
- **Strategic:** Implemented digital strategies including SEM, SEO & Digital Ads to propel competitive advantage in the marketplace. King County real estate firm market share increase from #4 to #1.
- **Communication:** Proven ability to engage with Executives, Managers, Stakeholders, Agents, Staff and Vendor partners, to inspire change and adoption of tools and technologies, resulting in increased profitability as well as recruitment & retention. Educating consumers on the real estate market conditions through monthly market reports, aggregating the data from the 36,000 +/- transactions annually.
- **Educational:** Proven track record of developing individuals of varying abilities to high performers, demonstrating lasting & measurable growth. Conducted over 55+ video interviews with top producers and industry leaders and created learning collateral and workbooks. Curated and edited over 180+ training/learning video modules.
- **Presentation:** National & international keynote presentations in the U.S.A. & Canada, sharing expertise on business development, future trends & digital strategies.

## PROFESSIONAL EXPERIENCE

### John L. Scott Real Estate, Bellevue, Washington VP of Ultimate Client Relationship® and Digital Strategies March /2018 – Present

- Lead and manage daily operations of Customer Service Division, including eBusiness (180 agents) growing conversion to an average of 8.5% (industry standard: less than 1% at .09%).
- Oversee daily operations of Digital Marketing Division, including SEO, SEM & Digital Display ads, for the firm and affiliate network. Increasing brand awareness & lead generation.
- Direct daily operations of Ultimate Client Relationship® education and strategic growth.
- Introduced and integrated Boost for network with 52% (average) annual growth.
- Introduced, integrated and promoted Buyside Home Valuation System, resulting in 2600+ listings with \$1B+ dollar volume in first year of implementation (Top 3 firms nationwide, including LeadingRE Technology Integration Award).
- Developed, evangelized and integrated a comprehensive digital marketing solutions—My Winning Digital Strategy, and Digital Marketing Suite for JLS Network: [JohnLScottBoost.com](http://JohnLScottBoost.com).

### John L. Scott Real Estate, Bellevue, WA Director of Ultimate Client Relationship® October 2014 - March 2018

- Lead team on strategic approach to business development for 110 offices, 3300 agents, Office Managers and Affiliate Owners for lead generation, lead conversion, SEO & Social Media engagement and marketing.
- Created real-time education and vendor partner tech resulting in high adoption of products. Resulted in a 43% adoption all company (industry average ~18%).
- Responsible for Hyper-local marketing initiatives, increasing adoption by 93% YoY.
- Responsible for Hyper-local search initiative including School search, Community Videos, and Matterport integration on [johnlscott.com](http://johnlscott.com).
- Producer & Creative Director of general session for John L. Scott Convention (2014 – present) including talent, A/V, and video production.

### John L. Scott Real Estate, Bellevue, WA Program Manager of Broker Excellence April 2012 – October 2014

- Directed adoption of marketing & sales tool for JLS network, introducing business practices for lead generation and lead conversion.
- Partnered with the VP of Broker Excellence to create best practices on technologies and sales tactics.
- Create sales meeting content for entire company.
- Directed Alpha & Beta groups as new technologies and tactics introduced.
- Responsible for implementation, marketing, education & adoption of JLS Mobile App 3.0 (videos, training & business practices) with growth of 62% YoY

### John L. Scott Real Estate, Bellevue, WA Assistant Manager (Bellevue & Issaquah) February 2008 - September 2010

- Created and implemented sales education & training collateral for offices, resulting in increased performance.
- Designed and led Individual & group coaching resulting in higher retention of experienced agents and increased profitability.
- Developed Washington State clock hour educational materials (Buyer, Seller & Social Media) for the firm, increasing recruitment by offering learning opportunities.
- Produced sales meeting content, led and facilitated weekly sales meetings.

John L. Scott Real Estate, Bellevue, WA    Area Resource Manager Greater Seattle area    January 2007 – February 2008

- Implemented training, coaching, and best practices for Sammamish, Kirkland, Seattle offices, serving 150+ agents.
- Developed Washington State clock hour educational Career Activator System for the firm, increasing recruitment by offering learning opportunities.
- Leveraged education classes for selective recruitment of productive agents and teams in Sammamish, Kirkland, Seattle. Growing market share for all three offices.

John L. Scott Real Estate, Bellevue, WA    Real Estate Broker    July 2005 – Present

- Rookie of the Year 2006. Agent count in 2006, 4200+
- Presidents Gold Top Producer 2007, 2008, 2012, 2013
- Leadership Award Recipient 2006

EDUCATION

Conservatoire de Musique du Québec à Montréal,                      Montréal, Québec, Canada  
Master of Arts Performance (Trombone) | 1989 (Magna Cum Laude)

Conservatoire de Musique du Québec à Montréal,                      Montréal, Québec, Canada  
Master of Arts Performance (Chamber Music) | 1988 (Summa Cum Laude)

Conservatoire de Musique du Québec à Montréal,                      Montréal, Québec, Canada  
Bachelor of Arts Performance | 1986

PROFESSIONAL LICENSES

|  |                |
|--|----------------|
| Washington State Real Estate Brokers License | 2005 - 2007    |
| Washington State Managing Broker License     | 2007 - Present |
| Washington State Instructor License          | 2008 - Present |