

Emmanuel Fonte, MA

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Objective

Creating powerful partnerships within the real estate sector, built on strategic and authentic relationships.

Qualification Highlights

- **Leadership and change management experience across multiple industries, business contexts, cultures, and environments**
- **Strategic thinker skilled in identifying new opportunities and developing effective solutions**
- **Proven track record of developing individuals of varying abilities to high performance, demonstrating lasting & measurable growth**
- **Exceptional communicator, educator, facilitator and presenter conveying creative solutions, ideas and concepts in powerful, relatable language**

Career Highlights

- **Leadership:** Lead the Business Development (UCR[®]) division of John L. Scott through the creation of UCR L.A.B.S. connecting the dots for technology, tools and tactics, with a federally registered trademark system for brokers (3,300) to grow and develop their real estate business. Profitability increase from 5% – 22%. The UCR system facilitates recruitment for franchise owners and company managers. Strategically leveraging relationships with stakeholders in the Operational, Information Technology and legal departments to deliver a powerful, proven lead generation and lead conversion system. Oversee the SEO & SEM for all of John L. Scott Real Estate.
- **Strategic:** I have been a pivotal in changing the human initiative within the John L. Scott corporation while implementing digital strategies to propel our competitive advantage in the marketplace. While leading the eBusiness (online leads) division of John L. Scott Real Estate, I oversaw the improvement of our conversion rate from 7.8% to 9.7% (6+% above the industry standard) by modifying communications, leveraging technologies, offering specific and relevant information. Helping consumers understand the real estate market conditions through market reports to make informed decisions resulting in 36,000+ transactions annually.
- **Communication:** Created and delivered curriculum to assist franchise owners, managers and agents increase adoption of company tools and technologies. Educational channels: workbooks, videos, conferences and regional seminars. Interacting with over 3,200 of our agents throughout Washington, Oregon, Idaho and California.
- **Philanthropic:** In my role as a conductor of large scale productions (225 – 290 performers) for John Cameron Changing Lives Foundation, my communication & execution skills have delivered productions raising over \$1 Million in support for Women's health and adolescence mental health in Edmonton, Canada.
- **Creativity:** Producer/Director of annual company-wide convention (1,200 attendees), professional music videos, 50 training/learning video modules and complete L.A.B. (Business Development) workbook system including video content and resources. In some cases, Agent's revenue increased 25%.