

Carla Ruiz

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San Francisco, CA

[LinkedIn](#)

WORK EXPERIENCE

Platinum Properties - Real Estate Sales Agent

2012 - current

San Francisco, CA

- Developed content for sales presentations and other materials, and prepared documents, such as representation contracts, purchase agreements, closing statements, deeds, and leases
- Conferred with escrow companies, lenders, home inspectors, and other third parties to ensure terms and conditions of contracts were met before closing dates with 92% of homes closing on time
- Created listings for sale and rental properties, and included location, property-tax history, square footage, features, and photos, managing an updated portfolio of over 375+ properties
- Communicated with sellers, buyers, and renters, and established a base of 40+ third-party relationships to assist clients in financing, legalities, and property development
- Generated new leads with aggressive social media marketing campaigns, boosting revenue by 8% or more from 2013 to 2018

Douglas Elliman - Real Estate Sales Agent

2008 - 2012

San Francisco, CA

- Acted as an intermediary in negotiations between buyers and sellers regarding property prices and closing details, closing on more than 45 deals in a 3-year period
- Presented offers to sellers, and facilitated negotiations and other terms to secure the best deals for clients, 30% of who were first-time buyers
- Advertised commercial, industrial, agricultural, and residential properties to clients, maintaining an updated list of 300+ properties for sale and rent
- Provided unofficial property appraisals using local comparisons to supply seller's with initial financial information and analytical data
- Interviewed buyers and renters to determine needs and wants, and scheduled home and apartment viewings, listening to clients' tour assessments to determine solutions or locate alternative properties

Toller Consulting - Sales Rep

2006 - 2008

San Francisco, CA

- Promoted and sold services with digital presentations, persuasive speech techniques, and follow-up calls and emails to existing and potential customers, earning 15% more in commissions than other reps
- Performed cost-benefit analysis of existing and potential customers to meet their needs and improve customer retention by 34%
- Established, developed, and maintained positive business and customer relationships, and increased client numbers by 13% by reaching out to leads through cold calling
- Supplied supervisor with reports 2 times per month on customer needs, problems, interests, competitive activities, and potential for new products and services
- Established 20% of personal sales through referral program, making business cards and promotional items available to all existing and potential clients

EDUCATION

Abraham Lincoln High School - High school diploma

2002 - 2006

San Francisco, CA

SKILLS

Compassionate; Teamwork; Detail Oriented; Sales; Flexible; Problem Solving