

Sean M. Barrett

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Successful, Results-Driven Executive-Level Management Professional

with extensive professional experience and strong skills in the following areas:

- ▣ Sales Management (Hiring, Training, Supervision, Motivation and Performance Evaluations)
- ▣ Sales (Developing New Clients) ▣ Policy and Procedure Development & Implementation
- ▣ Marketing Strategy Development & Implementation ▣ Ensuring Customer Satisfaction
- ▣ Utilizing Excellent Verbal and Written Communication/Interpersonal Skills to Develop Positive Relationships with Customers and Co-Workers

Profile:

- **Background encompasses extensive management/sales-related experience** utilizing a strong work ethic, an attitude to “go the extra mile,” and a commitment to meeting and exceeding sales goals.
- **Strengths:** Dynamic personality - brings enthusiasm to daily tasks; proven leadership abilities (able to motivate personnel to reach desired objectives); excellent communication skills (able to develop positive relationships with individuals of all ages and backgrounds); self-motivated; achievement-oriented; works well independently or in a team environment; skilled at multi-tasking; highly responsible; dependable; skilled relationship builder.
- **Computer experience:** Word; Excel; PowerPoint; Focus 3; Sales Force; Internet.

Areas of Expertise:

- Executive-Level Sales Management
- Approving/Implementing Marketing Programs
- Managing Sales Inventory
- Budget Development/Management
- Sales/Marketing
- Customer Need Assessments
- Price Presentations/Negotiation
- Ensuring Customer Satisfaction
- Problem Solving
- Real Estate Sales
- Managing Feature Builder Programs & Closings
- Conducting Sales/Training Meetings
- Developing Contract Processing & Quality Assurance Department
- Developing New Clients
- Sales Presentations
- Closing the Sale
- Working from Leads/Referrals
- Decision Making

Selected Accomplishments:

- **Executive Regional Director Only Way Realty:** Broker and Partner for the company. Responsible for expanding the company on a national basis.
- **Vice President Sales and Marketing Albemarle Plantation:** In charge of all aspects of the sales and marketing
- **East Coast Regional Vice President (Echelon Sales, Inc.):** Improved sales culture and environment in each sales office.
- **Vice President of Real Estate Sales (Reunion Resort and Club):** Top Sales Agent (71 sales for \$17,250,000).
- **Real Estate Sales (Reunion Resort and Club):** Park Square Homes (87 sales for \$16 million in two-day event).
- **Director In-House Sales (Spinnaker Resorts):** Developed and implemented a Tele-Sales division with sales exceeding \$1,300,000.

- **Director In-House Sales (Orange Lake Resort & Country Club):** Achieved Net Sales for 1996 of \$12 million, \$19 million for 1997, \$32 million for 1998, \$37 million for 1999, and \$47 million for 2000; supervised budget yearly.

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Professional Experience:

National Land Partners, Travelers Rest, South Carolina

January 2011 to Present

Director of Sales and Marketing

- Responsible for sales, marketing, closings and daily management of team.
- Developed and implemented sales process to increase sales and processes. Sales in 2011 exceeded sales in 2010 and 2009 combined.

► **Echelon Sales, Inc., Orlando, Florida**

October 2007 to December 2010

East Coast Regional Vice President

- Based in Greenville, South Carolina; directly responsible for the oversight of real estate sales for the 8 communities of The Cliffs.
- Developed and implemented policies and procedures to increase efficiency in sales process.

► **Reunion Resort & Club, Orlando, Florida**

January 2002 to August 2007

Vice President of Real Estate (April 2003 to August 2007)

- Directly responsible for all aspects of company sales, resales of home sites, condominiums and single family homes.
- Involved with all aspects of resort property efficiencies as well as activities.
- Managed featured builder program and closings; approved and implemented marketing programs; assisted with maintaining superior levels of hospitality.
- Managed 135 traditional sales thru August 2007 for \$80 million.
- Managed 174 traditional sales in 2006 for \$108 million.
- Managed 727 sales for \$392 million; obtained 2000 reservations and sold out a one-day launch with 504 sales in 2005.
- Managed three sold out launches for a total of 1,452 sales in 2004 for \$411 million.
- Directly responsible for fifty employees in four departments including sales executives, marketing, administrative staff, and support staff.

Real Estate Sales (January 2002 to March 2003)

- One of only 6 members of a Real Estate Launch Team.
- Converted marketing leads into an event reservation holder; converted reservation holder to property owner.
- Club Atlanta: 53 homes for \$19 million in a two-day event.

► **Spinnaker Resorts, Hilton Head Island, South Carolina**

December 2000 to December 2001

Director In-House Sales

- Sales volume for 2001 of \$12,130,000; increased from 200 annual sales volume of \$7,500,000 with only a 50% increase in tour flow.
- Managed sales inventory for 200 condominiums in weekly increments.
- Created policies and procedures for sales representatives and developed department regulations.
- Assisted in developing and implementing an In-House marketing program.
- Conducted daily meetings, weekly training programs, and individual motivation sessions.

► **Orange Lake Resort & Country Club, Kissimmee, Florida**

May 1996 to September 2000

Director In-House Sales

- Overcame \$2 million dollar budget deficit in first six months (1996).

- Managed sales inventory for 1500 condominiums in weekly increments.
- Maintained number one producing team in the department for 1997, 1998 and 1999.
- Developed a contract processing and quality assurance department for In-House.
- Assisted in developing and implementing an In-House marketing program, which consistently booked 25,000 tours.
- Managed and directed an annual budget for 2000 in excess of \$45million dollars.
- Created policies and procedures for sales representatives and developed department regulations.
- Recruited, hired, supervised, scheduled and trained a staff of sixty-five representatives, six managers, and five assistant managers.

Professional Experience: (Continued)

► **Starwood (Vistana Development, Ltd.),** Lake Buena Vista, Florida **August 1988 to May 1996**

Manager In-House Sales Department

- Developed Source Code 31 program (tour nonqualified guests).
- Hired, trained and managed a team of six representatives.
- Created policies and procedures for sales representatives and department regulations.
- Conducted daily meetings, monthly training programs and individual motivation sessions.

In-House Sales Representative

- \$9.7 million Gross Sales Volume Career to Date.
- 16.8% Closing Percentage Career to Date.
- Toured 4,000 guests Career to Date.

Education:

Florida Real Estate Licenses

- Salesperson License #0524497
- Brokers License #BK524497

Florida Mortgage Broker License

- License #MB 0227405

South Carolina Real Estate Sales & Brokers License

- License #71764

South Carolina Timeshare Salesman License

- License #46205481

Associate of Applied Science in Liberal Arts (LAR)

Associate of Applied Occupational Science in Computer Processing Programming

Hudson Valley College, Troy, New York

Honors/Awards:

- A.C.E.S. Council of the Elite (2005)
- Ginn Reunion Sales Manager of the Year (2004 & 2005)
- Ginn Reunion Chairman, President's Eagle Club (2003)
- AARDA Department Silver Award Recipient (1997, 1998, 1999 & 2000)
- AARDA Individual Gold Winner (2000)

References:

Available upon request