

# Susan Spencer

Professional experience in real estate sales, investment and development.  
Passionate gardener, nursery assistant for a local, family-owner nursery.

Mill Creek, WA

## PROFESSIONAL EXPERIENCE

### Broker-Developer, ReMax Metro-Eastside Brokers

April 1989- PRESENT

-Created, launched and managed a real estate sales team targeting Seattle's first-time home buyers and sellers; eventually adding a higher-end targeted market on the Eastside. Train and oversee team members to help facilitate individual production and optimal client service. Facilitate creative and organizational team meetings. Equipping the team with tools that establish and maintain client integrity. Helped individual members set short- and long-term goals to marry with their personal goals. Provided individual training in the field.

-Yearly event planning and execution of fun "client experiences."

-Provided local opportunities to customers globally through target marketing, Relocation, Lending and Title partners through effective communication to meet the needs of the client.

-Created one of the first productive short sales teams to help over 200 families avoid foreclosure, through collaboration and negotiations between the banks and homeowners. Currently providing banks & asset managers with appraisal valuations for risk management/foreclosure/second mortgage & HELOCs.

-Analyzed business trends, growth strategies, creative target marketing campaigns, CRM processes that flex and grow with a continually shifting market. Implementation of systems that protect confidential information.

-Developed investment strategies for investor clients to align their mid-long-term goals with their current financial portfolio. Organize, review and analyze data for final CRM analysis with the client.

## SKILLS

Listening and communicating

Teaching & encouraging

Collaboration in a team environment

Events and project planning

Sales training & development

Customer interaction

## LANGUAGES

English, some Spanish

## **Carlisle-Etcetera, LLC., Area Development Manager**

June 2011 - July 2013

- Recruitment, staffing and management of sales consultants for sales growth in WA/OR.
- Business and sales development programs to assist consultant with their agency growth and strategic partner development.
- Assisted in developing sales systems tracking and marketing tools.
- Communicated with regional and national managers regularly to review/analyze team goals and sales statistics as it related to company objectives.
- Created PowerPoint presentations for upper management bi-yearly training for WA/OR consultants. Planned and executed the events for our local agencies.
- Assisted sales consultants in their showrooms: answering calls, setting appointments, helped with collection set-up/teardown and assisting with their clients.
- Utilized unique problem-solving and creative abilities to:
  - Plan and execute seasonal and yearly goals
  - Provide one-on-one mentoring and training
  - Helped develop short- and long-term goals for their agency
  - Weekly review of their collection showings

## **LANDSCAPING AND GARDEN DESIGN & CONSTRUCTION**

### **Ponderosa Properties & 4G2, LLC — *Garden Design, Lawn Restoration, Landscape Install***

April 1989 - PRESENT

- Worked as a consultant with clients- Yard renovation, plant selection and installation
- Consultant with Real Estate clients-Preparation for Sale-yard and garden clean-up and softscape design.
- Personal landscape design of 5 large properties – Design layout, plant/tree/shrub selection for complete renovation (3). Hardscape design & installation of (2) properties. Maintenance and structural adjustment to accommodate maturity growth. Lawn renovation of all properties.
- Worked with landscape installers, landscape architects and landscape maintenance.

**Seattle King County Association of Realtors/Washington State Association of Realtors/National Association of Realtors** Member

**Northwest Multiple Listing Service** Member

**Certified Negotiations Specialist**

**University of Washington, Seattle**

Speech Pathology/Audiology