

# GERALYN EDWARDS

1513 Imperial Court, York, South Carolina 29745 ☎ 864.363.0748 ✉ ecochicagent@gmail.com

## NEW HOME SALES CONSULTANT

### ❖ QUALIFICATIONS PROFILE

Goal-driven, dynamic, and performance-focused professional, offering more than 11 years of experience in real estate and property operations; encompassing management, sales, and marketing. Armed with 20 years of involvement in leading organizations toward attainment of sales and profit goals and corporate objectives. Known for keen attention to detail, hands-on, and solid work ethic; along with people and communication skills essential in dealing with various professionals throughout the building and buying processes. Articulate communicator with bilingual fluency in English and Yankee. **Areas of expertise include:**

*Business Development  
Contract Negotiation  
Sales Cycle Management  
Home Buying and Home Selling Processes*

*Market Trend Analysis and Administration  
Learning Models Modification  
Networking and Prospecting  
Property Listings and Plans*

### ❖ RELEVANT EXPERIENCE

EASTWOOD HOMES ▪ GREENVILLE, SC/CHARLOTTE, NC

#### **New Home Specialist**

**2010–2017**

- Structured and implemented several community marketing campaigns to engage new customers, promote referral business, and build business relationships with local real estate agents
- Maintained abreast with customers' needs and understanding of the company's products and services to provide the best and most appropriate product design base on the client's requirements
- Conducted presentation to potential residents on model home, floor plan designs, home features, and home site availability
- Provided support with all aspects of community builder to ensure 100% customer satisfaction
- Demonstrated comprehensive knowledge of architectural plans, blueprints, and site plans
- Prepared and maintained contract documents concerning purchase of a new home

KELLER WILLIAMS REALTY ▪ GREENVILLE, SC

#### **Real Estate Agent**

**2008–2010**

- Utilized company's proven systems and models in networking and prospecting
- Presided over comprehensive presentations to home buyers on properties while closely interfacing with home sellers
- Held accountability in coordinating all aspects of various events, including open-house parties
- Handled diverse administrative functions including responding to phone calls on new business opportunities
- Established strong rapport with potential sellers to create property listings and plan community activities
- Generated property lists through property visit, improvement recommendations, appraisers collaboration, and contracts closing
- Drove efforts in sales closings by identifying buyer's needs, showing properties, demonstrating benefits, conveying offers, and drafting contracts
- Kept updated with workflow processes by reviewing listings, visiting properties, participating in educational opportunities, and maintaining personal networks

CAROL PYFROM REALTY ▪ GREENVILLE, SC

#### **Listing Coordinator**

**2006–2008**

- Established long-term business relationships with numerous clients and staff while collaborating with building technicians staff and vendors in compiling maintenance items list
- Made use of computer databases in organizing and monitoring real estate listings while gathering customer information on buy or sell real estate need
- Promptly addressed concerns on contracts and terms of sale while maintaining proficiency with current real estate market
- Performed wide variety of administrative duties, including phone support, drafting and distribution of correspondence, expense reporting, scheduling, meeting coordination, and filing and copying
- Organized tenant, vendor, and property documentations, including insurance certificates while monitoring vendors work status

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## ❖ OTHER EXPERIENCE

REGIONS BANK ▪ GREENVILLE, SC

**Teller**

FIRST CITIZENS BANK ▪ GREENVILLE, SC

**Teller**

MACY'S ▪ GREENVILLE, SC

**Sales Associate**

THOMAS KINKADE ART GALLERY ▪ GREENVILLE, SC

**Art Sales Counselor**

LITTLE SPARROWS NURSERY SCHOOL ▪ ARMONK, NY

**Teachers Assistant**

## ❖ PROFESSIONAL DEVELOPMENT

**Early Childhood Development Certification**

UNIVERSITY OF WISCONSIN STOUT ▪ MENOMONIE, WI

**South Carolina Salesman, License in Real Estate**

WYATT REAL ESTATE INSTITUTE ▪ GREENVILLE, SC

*Designations: Green, 2009 | Eco-Broker, 2010 | Short-Sale Foreclosure Resource 2010*

*Graduate Real Estate Institute 2009 | Accredited Buyers Representative 2008*

## ❖ AWARDS AND HONORS

**Platinum Club:** 2012, 2013, 2015

**Highest Volume of Closings:** 2015

**Crown Club:** 2011, 2014

**VIP Trips:** Bahamas, 2012 | Jamaica, 2013 | Mexico, 2014 | Las Vegas, 2015 | Costa Rica, 2016

## ❖ PROFESSIONAL AFFILIATIONS

South Carolina Association of Realtors

National Association of Realtors

Chamber of Commerce

Greater Greenville Association of Realtors

Carolina Multiple Listing Service

Carolina Regional Association of Realtors

## ❖ ACTIVITIES

Habitat for Humanity, Charleston and Fountain Inn

Sunday School Teacher

Missionettes Leadership and Development Coordinator

Vacation Bible School Coordinator

Greenville Chamber Member

*Experienced Hiking to Machu Picchu in Peru on the Inca trail*

## ❖ TECHNICAL ACUMEN

Microsoft Office Applications (Word, Excel, PowerPoint, Publisher, Outlook, and OneNote) | Windows  
Top Producer | OnlineAgent | Website | URL | Widgets | Linked-In | Twitter | Facebook | Blogger | Activerain