

# RESUME

## A.PRASANTH

A 508 Hazel Apartment  
Poonamallee- Avadi High Road  
Paruthipattu, Avadi  
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### Objective:

Seeking a challenging position where extensive experience of Customer Support and successful track record, excellent interpersonal, Leadership skills and analytical skills will be fully utilized and further developed along with the organization..

### Academic Profile:

**Middlesex University - London, UK**  
*Master of Business Administration*

Feb 2012

**United College -London, UK**  
*Advanced Diploma in Business Management*

Sep 2010

**Loyola College- Chennai, India**  
*Bachelor in Computer Science*

June 2009

### WORK EXPERIENCE- Overall 11 Years & 8 months:

Designation	Duration	Employer
Executive -CRM	Sep 2012 – July 2013	VIP Housing and Properties ,Chennai
Senior Executive-CRM	Aug 2013 – Feb 2014	Divyasree Developers, Chennai
Senior Executive-CRM & Sales	March 2014 – May-2016	CBRE –South Asia Private Limited , Chennai
Manager -CRM	June-2016- to Aug-2017	KG Foundations Private Limited , Chennai
Manager -CRM	August-2017 to till date	HAZEL Realty Private Limited, Chennai

**HAZEL Realty Private Limited**  
(Part of Pragnya Group a real estate investment firm)  
**Manager -CRM August-2017 to till date**

Avadi, Chennai

**HAZEL** Project is built on 5.67 acres of prime property on Poonamallee - Avadi High Road. 14 floors of elegance that houses 781 apartments spread over 6 blocks.

***Roles and Responsibilities:***

- Signing Authority for the execution of Sale deed and all agreements
- Successfully handed over 500+ apartments by rectifying all the snag points pertaining to flats in coordination with the project team.
- Preparation of MIS reports to the management – weekly/monthly pertaining to the project and customer wise payment flow.
- Resolve telephonic as well as written queries with maturity being a delayed project over 5 years
- Handling a team of 4 members to achieve organizational goal.
- Resolving all association related enquiring being as a bridge between the elected Association members and Company Management for the handing over the project to Association
- Ensure stage payment are collected within due date ( as per Demand Letter).
- Supervise ERP (Homebuy360) updating on daily basis.(Ie. New Booking Entries, Agreement No, Existing customers contact info & Registration Dates)
- Monitoring & Resolving Customer Complaints in Coordination with other Departments (Project , Accounts & Legal)
- Handling & approving customization snag list pertaining to the customers
- Supervising complaint tracker report to Head Marketing

**KG Foundations Private Limited**  
**Manager -CRM June-2016- to August-2017**

Mylapore, Chennai

KG Builders has earned the reputation of being one of Chennai's most trusted realty companies. Established their roots in the city in 1980 KG has built an enduring relationship with the people of Chennai, through more than 160 projects that are delighting more than 6000 homeowners and corporate clients.

***Roles and Responsibilities:***

- Handling a team of 4 members to achieve organizational goal.
- Handled CRM-Receipt to registration process at **KG Earth Homes** project, (OMR) **KG Central Point** (Poonamallee) , **KG Signature city** ( Mogappair)
- Preparing and book keeping of Welcome letter, Allotment Letter, Payment Schedule, Agreement Copy, Sale Deed Copy, Copy of Home Loan Sanction letter, Receipt Copy, Demand Letter Copy, Mail Correspondences,
- Resolve telephonic as well as written queries.
- Checking / Approving Builders Agreement, Sale Agreement, Sale Deed,etc
- Ensure stage payment are collected within due date( as per Demand Letter).
- Preparation/maintenance of all project details and making presentation to prospective customers
- Supervise ERP (Micromen) updating on daily basis.(Ie. New Booking Entries, Agreement No, Existing customers contact info & Registration Dates)
- Preparation of bank related documents (Ie. LOU, Permission to Mortgage, NOC Letter )

- Monitoring & Resolving Customer Complaints in Coordination with other Departments (Project , Accounts & Legal)
- Updating construction status at site to all customers every fortnight by mails.
- Handling & approving customization snag list pertaining to the customers
- Preparation of MIS reports to the management – weekly/monthly pertaining to the project and customer wise payment flow.
- Collect payment and get the No Due Certificate from Accounts Department.
- Prepare the Possession letter and get it signed by both the parties.
- Arrange for the Handing over event, Compliments and gifts for the customer.
- Extend courtesy to handing over customers and get the feedback forms filled by the customer.

**CBRE -South Asia Private Limited                   Chennai, India**  
**Senior Executive-CRM & Sales** March 2014 – May-2016

CBRE was the first international real estate services firm to set up an office in India in 1994. Since then, its operations have grown to include more than 3,800 professionals across nine offices, with a presence in over 30 cities in India.

*Roles and Responsibilities:*

- Handling CRM and Sales at Hazel project.
- Providing after-sales service such as sending welcome letter, allotment letter, receipt, legal documents and agreement for clients.
- Replying to customer queries with regards to legal, agreement clauses and project development.
- Interaction with architect, project stag and provide solution to client requests and queries related to modification on builder and standard specifications
- Designed ways to collect important documents from customers, created centralized storage and maintenance with adequate backup facility.
- Coordinating with the bankers for payments and bank loan process.
- Preparing and sending MIS reports on weekly basis.
- Achieving the collection targets, providing complete guidance and organizing registration for clients.
- Making sales through the leads generated from online portals and other sources, maintaining good relationship with clients and develop new client base and achieve sales targets.

**Divyasree Developers                   Chennai, India**  
**Senior Executive-CRM** Aug 2013 – Feb 2014

DivyaSree Developers, a Bangalore based company is playing a significant role in changing the real estate landscape of South India.

*Roles and Responsibilities:*

- Handled CRM-Receipt to registration process at **HUB6** project ( OMR)
- Coordinating and communicating with intra department and improvising new methods for effective and speedy resolutions of queries for the customers.

- Coordinating with the bankers for payments and bank loan process.
- Preparing and sending MIS reports on weekly basis
- Achieving the collection targets, providing complete guidance and organizing registration for clients.

**VIP Housing and Properties**  
**Executive-** Sep 2012 – July 2013

*Chennai, India*

- Handled CRM for **SARE HOMES** Project and **INNO GEO CITY** -development project.
- Handled CRM-Receipt to registration process for the Plotted development projects in **Oragadam** and **Sriperumbadur**
- Successfully Registered 500+ Plots.
- Coordinating with the bankers for payments, Project APFs and legal queries.

#### **OTHER DETAILS**

Language Known	:	English,Telugu,Tamil.
Date of Birth	:	24th January 1987
Marital Status	:	Married
Place of Birth	:	Tenali ( AP)
Nationality	:	Indian

The above mentioned details are true to my knowledge

**A.PRASANTH**