

MICHAEL C. MAHONEY

617-615-9435

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www.RealtorMikeMahoney.com

SUMMARY

Experienced and accomplished sales professional with over 21 years of residential sales and business development experience. A team leader with a proven track record of generating new business through digital platforms while cultivating new relationships by moving people from online to in-person. A self motivated, results oriented professional with a creative mindset and passion for lead generation and strategic branding. Special areas of competence:

- Strategic business development
- Real estate sales and marketing
- Operational Efficiency
- Team leadership
- Vendor selection and management
- Education and training
- Extensive understanding of Internet marketing
- Relationship building
- Management of sales and referral pipelines
- Compliance & risk management
- Marketing and personal branding
- Lead generation
- Profit and loss statements
- Management of escrow

PROFESSIONAL EXPERIENCE

RealtorMikeMahoney.com - Greater Boston, MA

2001 – present

Real Estate Advisor Affiliated with Real Broker, LLC

- Sales Award Winning real estate agent affiliated with Real Broker LLC
- Consistently a real estate sales capper year over year resulting in 100% commissions earned
- Develop customized marketing initiatives for properties
- Manage web design, digital and social media platforms to create cohesive branding for all properties
- Create and implement metric tracking system for all property branding campaigns and lead generation strategies
- Oversight and property management of residential properties for investors and bank owned homes
- Develop and implement sales strategies to grow business
- Assess and monitor efficiency of marketing plans and incorporate changes and improvements into future activities
- Conduct quarterly seminars and educational training sessions for sales agents to improve sales techniques and enhance social media presence and marketing
- Train and mentor employees, promoting strong and cooperative team environment
- Draft standard purchase and sales agreements and negotiate terms and conditions in coordination with attorneys and applicable parties
- Sold 126 condominium units for one of the top Boston developers with a 50% sales rate prior to completion
- Currently overseeing 17 licensed agents

PROFESSIONAL EDUCATION & CIVIC MEMBERSHIPS

Walpole Chamber of Commerce - Board Member

Business Alliance Networking Group - Founding Member

Azure Lodge A.F & A.M Officer

Rich Levin Coaching Coach

Bob Fitzgerald Coaching

Greater Boston Real Estate Board

Member of MLSPIN

National Association of Realtors®

Massachusetts Association of Realtors®

National Association of Expert Advisors

Institute for Luxury Home Marketing Certified Member

Craig Proctor Training

M.A.P.S Coaching

FORMAL EDUCATION & MILITARY EXPERIENCE

Massachusetts College of the Liberal Arts - Bachelor of Arts

United States Army National Guard 2nd Lieutenant Infantry Rifle Platoon Leader 1/182 Infantry