

MICHAEL C. MAHONEY

617-615-9435

mike@mmahoney.com

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 in-person relationships. A self motivated, results oriented servant leadership style professional with a creative mindset and passion for lead generation, strategic branding and business building. Special areas of competence:

- Strategic business development
- Real estate sales and marketing
- Operational efficiency
- Team leadership
- Vendor & partner selection and management
- Educating 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
- Develop customized marketing initiatives for properties
- Web design & creation of digital and social media assets to create cohesive brand exposure for all properties and personal brand and platforms
- Create and implement metric tracking systems 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 agents
- Draft standard purchase and sales agreements and negotiate terms and conditions in coordination with attorneys and associated parties
- Sold 126 condominium units for one of the top Boston developers with a 50% sales rate prior to completion
- Currently overseeing 5 licensed agents
- Skilled in all facets of residential real estate - condo conversion, development, rehabbing, flipping and short selling
- Extensive network of highly qualified professionals relative to the renovation, repair sale and trade of residential real estate

Additional Experience

Availant Incorporated - Cambridge, MA - Sales engineer selling enterprise level software to Fortune 100 executives

FullArmor Corporation - Boston, MA - Sales engineer and overseer of professional services delivered to key accounts

GTE Internetworking - Cambridge, MA - Team leader for corporate technology solutions deployment team

Stop and Shop Supermarket HQ - Quincy, MA - Project leader for network conversation rollout

Bank of Tokyo - Boston MA - LAN Technician - Network administration and end user support

EMC Corporation - Hopkinton, MA - PC tech supporting executive staff and 400 users at HQ

PROFESSIONAL EDUCATION & CIVIC MEMBERSHIPS

Walpole Chamber of Commerce - Board Member	Member of MLSPIN
Business Alliance Networking Group - Founding Member	National Association of Realtors®
Azure Lodge A.F & A.M Officer	Massachusetts Association of Realtors®
Rich Levin Coaching Coach	National Association of Expert Advisors
Bob Fitzgerald Coaching	Institute for Luxury Home Marketing Certified Member
Greater Boston Real Estate Board	Craig Proctor Training
Former Toastmaster	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