

# FRANK STEPHENS

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## EXECUTIVE REAL-ESTATE SALES MANAGEMENT

*Innovative Marketing Strategy ~ Dynamic Sales Leadership ~ Accelerated Revenue Growth  
New Business Development ~ Integrated Sales Operations ~ Luxury Home Sales*

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### QUALIFICATIONS SUMMARY

- ◆ Award-winning, entrepreneurial real-estate executive with 15+ years of mastery in a broad range of real-estate and business competencies, as well as development experience that includes construction and design, acquisition due diligence, property management, builder relations, and financial budgeting.
- ◆ Proven leader and results-driven manager with demonstrated effectiveness in managing people, systems, resources, and finances while meeting goals and achieving success in sales and marketing, including market research, planning, advertising, promotion, and sales management.
- ◆ Strong motivator/team player with effective personal presence and exceptional ability to understand human interactions, facilitate teamwork, build rapport, manage conflict, teach, coach, counsel.
- ◆ Creative visionary with ability to think outside the box, oversee design of fresh marketing/advertising materials, and implement, initiate, and sell new ideas.
- ◆ Proficient interpersonal communicator who is adept at speaking effectively, writing concisely, and negotiating, as well as expressing, transmitting, and interpreting knowledge and ideas.
- ◆ Innovative problem-solver and detail-oriented, analytical organizer who can identify problems, research solutions, make effective decisions, and enforce policies.

### — CORE COMPETENCIES —

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| - Leadership                            | - Strategic Market Analysis              |
| - Sales Presentations & Public Speaking | - Aggressive Sales Goals                 |
| - Networking / Relationship Building    | - Increased Market Share & Profitability |
| - Project Coordination                  | - Advanced Technical Skills              |
| - Closing & Negotiations                | - Team Building / Talent Development     |
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### PROFESSIONAL EXPERIENCE

**Executive Vice President**, ALACHUA LAND COMPANY LP, GAINESVILLE, FL, 2006 TO FEB. 2007

*Functional areas encompassed during tenure as Executive VP included Sales Manager and General Manager for Alachua Realty, Sales and Marketing Director, and General Manager, reporting to the President in all capacities.*

- ◆ Built resale organization from ground zero, conceptualizing and implementing strategic plan that increased market share in division to more than double two nearest competitors; served as qualifying broker for general partner with ownership interest in project.
- ◆ Managed sales/marketing with \$100 million in new/resale homes in 2006; hired, trained, and managed sales team; delivered 33 percent sales increase four straight years in resale/new-home divisions.
- ◆ Established joint-venture mortgage company, Alachua Home Funding LLC, and surpassed sales goal bonus criteria.
- ◆ Earned Platinum citation from National Association of Homebuilders for overseeing \$70 million+ in new-home sales; increased sales 227 percent and earned “Best Community” in North Central Florida honors in 2006.
- ◆ Collaborated with owner to manage pre-purchase due diligence of 2,000-unit master planned residential golf-course community, 800-acre, senior, gated golf-course community, and North Central Florida Cable Television company, ultimately managing acquisition purchase, closing, and heading transition team for properties, including overseeing initial personnel adjustments, capital improvements, and installation of new company infrastructure.
- ◆ Managed master-planned community with 30 villages, two production and 11 custom builders, offering homes from the \$150s to \$1 million+.
- ◆ Served as qualifying broker for General Partner, Waldo Land Company LP.

**VICE PRESIDENT/DIRECTOR OF OPERATIONS, ALACHUA LAND COMPANY LP, GAINESVILLE, FL, JULY 2000 TO AUG. 2006**

- ♦ Reporting to General Manager, managed partnership of wholly owned cable-television subsidiary, Alachua Cable, and grew company value from \$800,000 to \$2 million+ in less than three years.
- ♦ Negotiated and closed sale of majority interest to joint-venture partner of enhanced telecommunications services and retained ownership interest in asset.
- ♦ Designed and supervised construction of second major 24-hour manned gate-access entry to development.
- ♦ Created and implemented innovative partnership Web page that won first prize in national competition honoring excellence in communications.
- ♦ Authored, implemented, and enforced company policy and procedure manual.
- ♦ Oversaw research, implementation, and installation of software and hardware for new company computer network; implemented and out-sourced training in new software for all employees to increase overall company knowledge and proficiency.
- ♦ Oversaw \$2 million+ property-management budget for developer-controlled homeowners association.
- ♦ Served as VP of Alachua master homeowners association and Town Council member.
- ♦ Directly increased company ROI/profitability by managing all residential homebuilders, home specifications, product price-points, subdivision releases, builder lot takedown programs, and lot premium pricing.
- ♦ Designed, implemented, and completely oversaw multi-faceted initial sales, marketing, advertising, Web site, collateral, and media campaigns, including award-winning print-ad campaign, outdoor, special events, and broker/builder/resident relations.
- ♦ Directed model-home program that won Home Builders Association model-home grand prize
- ♦ Earned Sales and Marketing Director of the Year honors from Sales and Marketing Council, Home Builders Association North Central New Jersey Florida.
- ♦ Led Alachua Land Company LP to all-time annual sales record with 258 homes sold.
- ♦ Oversaw \$1 million yearly administration/marketing budget; developed community-relations programs.
- ♦ Reorganized cooperating broker program and registration process to maximize profitability.

**President of General Partner, STEVENS DEVELOPMENT, NEWPORT, RI, 1998 TO 2000**

- ♦ Developed, built, and sold hundreds of condominiums and apartments, including rehabilitation and tax syndication of historic buildings.
- ♦ Conceived, acquired, designed, constructed, financed, marketed, and sold properties.
- ♦ Conducted real-estate consulting, feasibility analysis, and marketing design for high-profile clients.

— **LICENSURE AND CERTIFICATIONS** —

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| <ul style="list-style-type: none"> <li>- Certified New Home Sales Professional (CSP), March 2003, having passed National Association of Homebuilders Institute of Residential Marketing New Homes Sales Training Program, including training in Critical Path Selling</li> <li>- Passed exam and applied for Florida General Contractor license, 2003</li> <li>- Certified Real Estate Broker (CRB), Council of Real Estate Brokerage Managers, Chicago, IL, 2000 to present</li> </ul> | <ul style="list-style-type: none"> <li>- Graduate Realtor Institute (GRI) designation, National Association of Realtors, Chicago, IL, 1999 to present</li> <li>- Florida Licensed Real Estate Broker, 1996 to present</li> <li>- Rhode Island Licensed Real Estate Broker, 1979 to present</li> </ul> |
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**PROFESSIONAL DEVELOPMENT**

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| <ul style="list-style-type: none"> <li>- Listing Your Buyers for Success Course</li> <li>- Advanced Retailing in Real Estate</li> <li>- Information Marketing Course</li> </ul> | <ul style="list-style-type: none"> <li>- Selling Houses Fast</li> <li>- Guerilla Marketing</li> <li>- Multiple Offer Strategies</li> <li>- Business Management</li> <li>- Wholesale / Retail Real Estate</li> </ul> | <ul style="list-style-type: none"> <li>- Lease Option</li> <li>- Pre-foreclosure Real Estate</li> <li>- The Turning Point</li> <li>- Peter Lowe Success Event</li> </ul> |
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**EDUCATION**

Bachelor of Arts in Economics, Yale University, New Haven, CT

