



# MONICA WILLARD

**Real Estate | VP Sales | Director Sales | New Home Sales**

**New Home Sales & Marketing • Luxury Home Expertise • Market Domination**

Performance-driven sales leader delivering top results while simplifying sales processes. Recruited by a US leading developer to expand new home sales along Florida's Treasure Coast. In less than 3 years, drove substantial profits for the Palm Atlantic Division. Design effective sales training programs that engage staff and consistently outperform the market. Consistently exceed year-over-year revenue goals. Execute business plans with high ethics and integrity.

**UNIT SALES:** 672 in 2017 ~ 1206 in 2018 ~ 1400 in 2019

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## Breakthrough Transactions

Bring value to every client while driving maximum sales. Hold Florida Broker license, a long-standing member of the National Association of Realtors, and honored recipient of the National Association of Home Builders Excellence Award.

## Execution & Performance

### Hertz | WCI Palm Atlantic Division – Treasure Coast Communities:

- Bridgetown at Vector | Resort-Inspired 55+ | Melbourne | 4 Collections  
960 Home Sites
- Opal Cove | Melbourne | 3 Collections  
1800 Home Sites
- Trout Creek | Single Family | Port St. Thom | 3 Collections | 550 Sites
- Horn Place Luxury Single-Family Viro Beach | 86 Luxury Sites
- Field Tree Golf Resort | Sold Out
- Mill Top Landing | Sold Out
- Oak Island | Luxury Single Family Viro Beach | Coming Soon
- Palm Lagoon | Multi-use | 6 Collections  
4000 Sites
- Riverside Vista & Marina | Luxury Waterfront | Sold Out
- The Boardwalk | WCI Leaman Collection of Beach Homes | Entry price \$1.1M Saint Andrew's Island
- Victoria Garden | Single Family | Martin County | 2 Collections
- Elizabeth Royalton | Single Family Sold Out
- Elizabeth Royalton Townhomes Viro Beach | 220 Home Sites

## Real Estate & Leadership Skills

Sales & Marketing Leader  
Business Plan Execution  
Team Building & Management  
Time Management

Short- & Long-Term Budgeting  
Forecasting & Annual Reports  
Business & Staff Meetings  
Policy/Procedure & Oversight

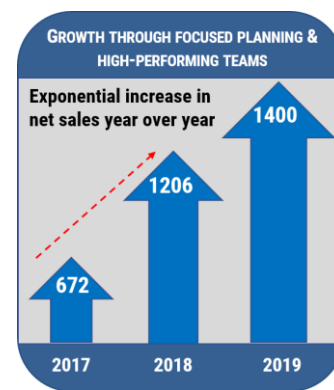
Operations Management  
Public Speaking & Pitches  
Social Media Campaigns  
Corporate Education

## VP Sales | Hertz | Treasure Coast, FL | 2016 to Present

Home construction and real estate company based in Miami, FL. In 2017, Hertz was the largest home construction company in the US after its purchase of Progressive Homes and was ranked at #230 on the Fortune 500 in 2018.

Lead a high-performing sales team of 15 – 20 direct reports with market-leading performance.

- Recruit, select, train, and lead top-producing agents using career fairs, lunch and learns, and recruiting firms with exceptional results.
- Develop teams and agents both inside and outside of the work environment – an effective strategy to create productive and healthy teams. Use monthly goals, bonuses, and stretch goals to motivate performance, including the popular “One & Done Club.”
- Deliver remarkable results by creating weekly reporting process. Initiated “Wonder List” of live real-time prospects with a customized action plan to close each sale.
- Generate qualified traffic into communities to drive demand and sales, ultimately creating success for business and sales plans set by Wall Street (executed by Hertz.)



## Designated Broker | BenCo Investments | Scottsdale, AZ Sales & Marketing Director | BenCo Realty | Scottsdale, AZ

2015 – 2016

- Drove \$5M monthly revenues in presales, catapulting the development of a new home/live-work community for high-end luxury urban development. Spearheaded celebrity and philanthropic events, TV, and media campaigns to drive product demand.
- Led sales for a startup real estate company including planning, analysis, policy development, and execution. Created quality standards, company brand, profitability, and productivity metrics.
- Made company's cash-flow positive and grew company from 4 to 14 agents in 30 days.

## Sales & Marketing Director | Emerald Resource Realty | Panama City, FL | 2009 – 2015

- Recruited by company owners to lead sales and marketing initiatives for multiple high-rise communities foreclosed on by the FDIC. Directed lead generation, sales conversions, and sales management as the primary focus of the organization's principal owners.
- Directed design of company website, authored sales collateral, and visual merchandising for 3 retail locations, driving customer traffic to sales galleries.
- Recruited a dynamic team of 11 sales professionals to conduct sales presentations and close sales. Consistently exceeded annual revenue goals in all communities.

## Industry Awards

- Sales Team of the Year 2018
- Top Performing Communities 2018 & 2019
- Recruited the Top Salesperson of the Year 2018 and 2019
- Rookie Salesperson of the Year | Silver Award Winner | NAHB
- National Home Builders Association Excellence Award Recipient

## Ongoing Education

- Certified New Home Sales Professional
- House Construction as a Selling Tool
- Essential Closing Strategies
- Home Modifications
- Lifestyle Merchandising, Advertising, and Promotion Strategies
- Marketing to Older Adults
- Required Broker License Law & Ethics

## Philanthropy & Volunteerism

- Committed to ending hunger and homelessness, from urban youth to friends of the elderly to UMOM by helping keep families in a home with food for their children through event planning and fundraising efforts. (UMOM.org restores hope and rebuilds lives by providing shelter, services, and affordable housing for those individuals who are experiencing homelessness.)
- Chairperson for the Ryan & Williams Annual *Feed the Hungry Campaign* serving 200+ families annually, including friends of the elderly and local social service recipients.
- Volunteer for Urban Youth-Impact focused on loving, equipping, and empowering youth who are currently experiencing a 32% school drop-out rate.

## VP Sales & Marketing | Max Loft Commons | Scottsdale, AZ

2008 – 2009

Concierge, resort-style living, contemporary condos, and lofts located above the retail shops at Max Commons. These upscale lofts are located above the Max Commons plaza shops and restaurants offering both McDowell and mountain views.

Led a team of 9 sales professionals.

- Recruited to lead sales and marketing for a community of high-end condo residences for vibrant, urban-inspired lifestyle seekers offering \$700K to \$3.5M properties with the highest square foot price in Arizona at \$1150 per sq. ft.
- Produced top sales for this premier high-rise building with 9 stories and 55 contemporary condos ranging from one-bedroom units to spacious penthouse suites. Boasted spectacular views in a unique playground for those with exquisite taste.
- Spearheaded new website for The Max Loft Commons, designing sales collateral, floor-plan brochures, videos, and voice-overs for all properties.

## Director Sales & Marketing | Harris Group | Scottsdale, AZ

2009 – 2010

Luxury Urban Condominiums located adjacent to the New York Giants' training camp.

- Reported directly to the developer, created a pre-sales gallery with kitchen and bath vignette, plus a 30-page website, and worked with a 3-D model firm to build scaled topography models.
- Designed sales collateral and directed the production of CAD-rendered floor plans—ahead of the market at that time.
- Served as a key collaborator in the community approval process with the City of Scottsdale through pre-sale events with 100% marketing oversight.

## Director Sales & Marketing | Hallmark Communities

2008 – 2009

Acacia Lofts Condos and Cass Crossings Town Homes. Reported directly to company principals.

- Invented a unique financing product for clients that produced sales and generated \$60M in revenues, despite a downturn in the housing market.
- Designed marketing materials that created market demand, including a 30+-page website for trade publications, billboard signage that drove traffic to the community, and 60-page shopping, dining, and lifestyle magazine.

## Director Sales & Marketing | The Legacy Lofts at Billard Commons

2007 – 2008

Development in conjunction with WESTCOR

- Marketed properties ranging from \$700K to \$3.5M through expert marketing campaigns sanctioned by Billard Commons, Woodbine Developer.

## Earlier Career

**Sales Executive** | Williams Realty, LLC | VA | **\$45M Sellout** | 2006 – 2007

**New Home Site Director** | Williams Realty, LLC | VA | **\$30M Sellout** | 2003 – 2006

**New Home Site Manager** | Williams Realty, LLC | VA | **\$30M Sellout** | 2001 – 2003

## Industry Credentials | Training | Professional Associations

• Mark Shore Leadership Roundtable 2019 | Part of the 2019 cohort, this is a once-in-a-lifetime, one-year mastermind group. Twenty elite executive leaders participate in a roundtable with Mark Shore to skyrocket their results. As the CEO of Shore Consulting and former national trainer for LP Homes, and author of *Buying the Experience*, *4:2 Formula*, *Be Bold and Win the Sale*, Mark is highly recognized in the world of new home sales coaching and consulting.

- Real Estate Broker License | Florida
- National Association of Realtors
- National Home Builders Association
- Arizona School of Real Estate & Business | Real Estate Brokerage

### NATIONALLY ACCLAIMED DEVELOPERS

ARMADA HOFFLER | A Marriott Developer

WOODBINE DEVELOPMENT | Westcore

HARVEY LINDSDAY COMMERCIAL REAL ESTATE

LARRY GOLDSTEIN | The Sandler Company

Jack Nicholas Signature Property Developers

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