

TIMOTHY TESTA

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EXPERTISE:

- Sales & Marketing
- Promotional Campaigns
- Contract Negotiations
- Conduct Sales Seminars
- Problem Resolution
- Project Management
- Public Relations
- Create Outstanding Customer Satisfaction

PROFESSIONAL EXPERIENCE

Standard Pacific Homes, Sarasota, FL

2007 – Present

Sales Consultant

- Market and sell new home product line to end users and investors.
- Generate company and realtor promotional campaigns to increase sales pace in an otherwise dormant community.
- Developed a solid network of realtors to increase realtor assisted traffic and sales.
- Provide liaison among banks, attorneys, and clients, compile and update competitive builder data.
- * *Sold 25 homes in a specific community in 5 months where the prior sales professionals sold 5 homes in the previous 12 months.*
- * *14% of my sales were generated as a result of referrals from existing buyers.*

Premier Homes/Five Star Homes, Rockwall, TX

2006 – 2007

Sales and Marketing Manager

- Directed all sales, marketing and advertising activities for two family owned companies.
- Recruited, trained and motivated sales teams.
- Created direct mail advertising campaigns to attract local move-up buyers while utilizing a minimal marketing budget.
- Modified floor plans to increase buyer's acceptance.
- Managed all processes, from sales to closings, in coordination with sales consultants, construction manager and contract coordinator.
- Conducted sales meetings and training to enhance Sales Consultants performance, from the critical path of sales, follow up communications to closing techniques.

Divosta Homes, Sarasota, FL

2005 – 2006

Sales Consultant

- Market and sell new home product line to end users and investors.
- Team leader and motivator utilizing extensive real estate experience in sales and sales management.
- Assisted management in streamlining contract process and customer problem solving.
- Negotiated sales in a rapidly declining market.
- Developed solid realtor network to enhance realtor assisted sales.
- * *Sold 10 homes in a 3 month period.*

Drees Custom Homes, Irving, TX

1995 – 2004

Division Sales Manager

- Promoted from Community Sales Manager in 2000.
- Directed all aspects of division's sales management community.
- Recruited and developed top-flight sales staff of 15.
- Developed sales team through leadership – by example and cultivated sales staff to improve overall selling, negotiating, and closing skills.
- Utilized established realtor network to maintain high sales levels.
- Streamlined paperwork process to improve company performance and product line design, generating greater public acceptance and increased sales.
- * *Managed portfolio in excess of \$118M annually.*
- * *Trained 5 Sales Consultants who's volume ranked in the top 23 out of 160 nationwide.*
- * *Developed successful screening process to lower division's cancellation rate by 10% within a 12 month period.*
- * *Lowered model home and inventory home costs by up to 20%.*

PREVIOUS ACCOMPLISHMENTS

David Weekley Homes, Dallas, TX

- Sales Consultant of the Year and Sales Consultant of the Month, 5 times
- Nominated for Sales & Marketing Council McSam Award as D/FW Sales Consultant of the Year
- Guest Speaker, Sales & Marketing Council, Dallas, TX
- Assisted in creating the "Sand Dollar Awards," Naples, FL

EDUCATION

Northlake Community College, Irving, TX
Stuart School of Business, Asbury Park, NJ
Accounting/Business Law
Gold Coast School of Real Estate, Ft. Lauderdale, FL

PROFESSIONAL MEMBERSHIPS/LICENSE

Licensed Florida Real Estate Associate
Sales & Marketing Council

- Lifetime Member
- Board of Directors Member (former), Dallas, TX & Naples, FL