

SHERRY P. REVELL

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SHERRY P. REVELL

PROFESSIONAL OBJECTIVE

A single site, district manager or project management position with a dynamic company or a new home builder.

SUMMARY OF QUALIFICATIONS

- Top sales producer with outstanding track record in opening properties and driving new home sales of both single-family and townhomes.
- Licensed Realtor and Appraiser; earned CSP designation; Interior Designer with an excellent eye for style, color and finishes.
- Persuasive sales professional with a relaxed presentation style. Strong personal commitment to customer service.
- Computer literate; proficient user of Windows, MS Office, Quicken, Computers for Tracts, and Neumann Homes Information System.
- Effective operational troubleshooter; quickly pinpoints and resolves problems while maintaining a positive corporate image.
- B.S. in Business Management from De Paul in progress. Completed over 300 hours of New Home Sales training with Tom Richey.
- Innovative marketer; skilled with researching markets and creating effective sales incentive programs.

PROFESSIONAL EXPERIENCE

January 2003 to Present	NEUMANN HOMES <u>NEW HOME SALES MANAGER</u> Opened Newhaven development featuring single-family homes within \$225 - \$400,000 price range and townhomes within the \$175 - \$215,000 price range. Facilitated financing through extensive network of lenders. Serves as mentor to associates as well as supervisor. Consistently meets personal sales goals working in a team office environment. Mastered selling homes with the SSA impact fee. <ul style="list-style-type: none">> Divisional sales manager of the year, 2005.> Acted as interim District sales manager for 6 months; led and maintained sales team during community shut down.> Consistently achieves 80% overall customer satisfaction rating.	Gurnee, Illinois
2000 to 2003	HOFFMAN HOMES <u>NEW HOME SALES MANAGER</u> Opened Lanchaster semi-custom single-family development from sales trailer. Performed and applied market analysis targeting sales of upscale semi-custom in price range from \$300-\$390,000 homes.	Libertyville, Illinois

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Overcame location issues by focusing prospective buyers on value-added factors in the community. Skillfully up-sold clients on options by relating choices to buyers' image and lifestyle priorities. Coordinated special quotations and priced options. Negotiated sales contracts with buyers' attorneys. Provided interior design expertise in assisting clients with color and finish selections.

Worked closely with construction superintendent to ensure compliance with contracts. Generated +\$15 million in sales in first 9 months.

- Sold buyers an average of \$75,000 in options per home.
- Secured over 10% referral rate in sales to loyal clients from previous employers/builders. Sold 80 homes in less than three years.

January 1997
To November 1999

UNITED HOMES

Rolling Meadows, Illinois

NEW HOMES SALES MANAGER

Opened Bayberry Townhome development (76 homes, \$100-\$130,000) in 1997, Fields of Bayberry single-family homes (\$150-\$190,000) in 1998 and Brooks Farm 342 single-family homes (\$130-\$205,000) and 176 townhome (\$105-\$130,000) subdivision in 1998.

Set up and managed on-site sales offices; oversaw completion of models. Served as mentor to sales staff in addition to supervisor role.

Assisted prospective buyers in making a commitment by relating specific features and custom options to their lifestyle needs. Expertly guided customers in selection of colors and finishes. Facilitated financing through extensive network of lenders. Prepared and coordinated sales contracts, purchase orders, closing documents and change orders. Worked with attorneys, title companies, appraisers and lenders.

(Company filed for bankruptcy in November 1999)

- Sold 17 townhomes in February 1997 for \$2.5 million; nominated and won SMC recognition as Salesperson of the Month.
- Sold 15 townhomes March 1997; earned second SMC nomination.
- Sold out Bayberry Townhomes before models were constructed. Generated total sales of \$10 million, January to September 1997.
- Produced \$8 million in sales at Fields of Bayberry in 1998.
- Sold \$4.5 million in Brooks Farm the first half of 1999.

September 1995
to November 1996

KLM BUILDERS, INC.

Spring Grove, Illinois

SENIOR SALES MANAGER

Key role in successful opening new community of semi-custom, single-family homes in \$179-\$275,000 base price. Set up office and staged grand opening. Compiled and analyzed market research to formulate demographic profile of target market. Participated in construction, sales, and marketing meetings.

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January 1994 to
September 1995 **BRANDESS HOMES** Northbrook, Illinois
SALES ASSOCIATE/MANAGER
➤ Achieved \$1.8 million in housing sales (\$149-\$195 base price) in 10 weeks for a community that had made no sales the past 9 months.

April 1990
to October 1993 **WLC INDUSTRIES/TRANS-DESIGNS** Woodstock, Georgia
NORTHERN ILLINOIS DISTRICT SALES MANAGER
Sold custom interior design services and products throughout northern Illinois for this national design company. Recruited, hired, trained, and monitored an area sales staff of 30 interior designers specializing in outside sales and decorating; held monthly sales meetings for strategic planning. Ordered custom design products for entire staff. Marketed services through cold calling, telemarketing, print advertising, referrals, and seminars; booked appointments and consulted with prospective clients regarding designs and options. Measured designed floor plans. Ordered products and scheduled installations/deliveries. Performed bookkeeping for entire unit.
➤ Launched a new regional sales unit; built clientele from scratch through effective marketing and sales techniques.
➤ Consistently met or exceeded personal sales quota of \$20,000 per month and total unit quota of \$80,000.

SALES REPRESENTATIVE

Marketed interior design products, including window treatments, carpeting, and wall coverings. Also offered total room design services.
➤ Earned Rookie of the Year Award, Pace-Setter Award, and promotion to District Manager within the first year.

October 1988
to February 1990 **LONCHAR & NORDIGAN** Waukegan, Illinois
LEGAL SECRETARY/PARALEGAL
Provided administrative support for general-practice law firm.

May 1985
to October 1988 **ACHEMA, INC.** Lake Bluff, Illinois
OFFICE MANAGER
Coordinated all daily business operations for this international supplier of raw pharmaceutical products.

PROFESSIONAL CERTIFICATIONS

TRITON COLLEGE River Grove, Illinois
Illinois Appraiser License, 1998

REAL ESTATE EDUCATION Chicago, Illinois
Illinois Real Estate Sales License, 1992

WINDOWS & WALL COVERINGS INSTITUTE OF AMERICA
Interior Designer Certification, 1992

ROOSEVELT UNIVERSITY Chicago, Illinois
Paralegal Certification, 1989