

Carla Channell

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Summary

Highly Personable, polished, professional serving the luxury real estate market in South West Florida. Licensed Sales & Professional Assisting for Top Developer Projects. Can connect quickly and put people at ease. Excels in client service and relationship building. Broad network of Broker, manager & realtor community relationships from Estero to Marco Island

Professional Experience

Temps Plus & Express, London Bay, Pulte, CalAtlantic 2015 – 2016

- Sales assisting, client relations & CRM Touchpoints data management
- Professional Client reception, model home & community overview

Minto Communities, Bonita Isles & Twin Eagles - Sales Assistant 2014 – 2015

- Assisted Sales Staff in Sell out of 225 homes in 2.5 yrs.
- Assist Sales Agents, Selections Designer & Closing Agent
- Contract auditing, addendums for pools & additions/changes

Clive Daniel Home - Director of Realtor Relations 2013 -2014

- Managed 2.5 Million/yr. Realtor Referral Program
- Created outreach program to over 100 Real Estate, Builder & Title offices

Domain Group - Downing Frye, Mirasol at Coconut Point, Bonita 2013 -2013

Administrative Assistant during sell down of last 14 townhomes

Kenneth D. Rowe, Contemporary Artist, Sculptor, Ft. Myers, FL 2011-2012

Artist's Agent, Fine Art Marketing

- Secured contract in 8 weeks for Gallery Representation & display at Art Basel
- Implemented marketing strategy for local market & expansion to Miami

Premier Sotheby's International Realty, Naples, FL 2007-2011

Rental Specialist / Luxury Rental Division

- Manage luxury rental properties & accounts
- Leasing & Listing of rental properties

Community Specialist Sales Assistant - Mercato

- Assist sales staff to secure contracts on 50% of total residential units
- Client overview & sales support, sales orientation for general agents

WCI, Tuscany Reserve, Naples, FL

Broker Liaison, Community Public Relations Specialist

2005-2007

- Created regional marketing strategies to increase broker traffic
- Sales presentations on and off site for Brokers/agents meetings
- Coordinated small to medium size special events, golf clinics & tours

Bonita Bay Realty – Lutgert Tower Division, Bonita Springs, FL

2004-2005

Sales Associate

- Promoted the launch of Azure, a new luxury high rise
- Preconstruction sales, contract reservations

WCI, Bay Colony Sales Assistant

Trieste, The Seasons, The Estates at Bay Colony, WCI, Naples, FL

2003-2004

- Assisted sales staff in sell out of Trieste Luxury Tower in 2004
- Client tours through amenities, models and community

Education/Training

- Real Estate Client Management Systems - MLS, CRM Touchpoints, RETA, Rental Program RNS,
- WCI Construction College – Homebuilding, WCI Sales Boot Camps I & II
- Moody Bible Institute, Chicago IL – Broadcast Communications Major
- Triton College, River Grove, IL – Interior Design, Graphic Design, Photography

Licenses & Participation

Florida Real Estate Sales Associate License # SL3064144

Naples Area Board of Realtors

Women's Council of Realtors, Naples Chapter on the Gulf

Volunteer Participation

Harry Chapin Food Bank - Empty Bowls of Naples

Sunlight Home - Residential Maternity Home

Royal Palm Academy - Golf Event Fund Raiser

Love That Dress Fundraiser Event - Pace Center for Girls

Lion & Lamb Foundation – Families in Need

St. Matthew's House - Kitchen & distribution volunteer