

# SCOTT L. GIBSON

## Residential Real Estate Executive

*Excellence in Business Development, Operations and Sales Management*

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## EXECUTIVE PROFILE

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- *Manages Strategic, Financial and Day-to-Day Operations of Multiple Business Entities*
- *Full-Service Brokerage (from title & escrow to mortgage solutions)*
- *Mergers & Acquisitions Practice Leadership*
- *Talent Identification Recruitment*
- *Real Estate Marketing*
- *Business Architecture & Sales Development Methodologies*
- *Multi-Office Administration*
- *Financial and Business Modeling*

### Expertise Summary

- Directs real estate operating enterprises with up to 9,000 agents and annual revenues approaching a billion dollars.
- Generates strategies to maximize revenues at each client contact point with numerous commendations for business integration success. Process architect and strategic thought leader for initiatives related to business development, sales associate and manager training & compensation, marketing and office budgeting.
- Senior executive and due diligence leader for over 30 acquisitions with extensive service as an enterprise integration leader.

### Highlights of Contributions

- Recruited or promoted to executive mandates and helped build several of the largest real estate firms in the country; specialist in high-end residential properties with single home values up to \$70M [million].
- 2004-2007: managed and grew billions of dollars in annual sales by conceiving & executing innovative sales, technology and new management solutions.
- 2001-2004: led office's sales force in Los Angeles to attain #1 position internationally in gross revenue and profitability.
- Earlier, at the Prudential Jon Douglas Company, member of the team which conceived and executed the "Concierge" program which, after acquisition, was adopted nationally for Coldwell Banker for its sales management efficiencies.
- Built up successful mortgage, escrow and real estate firms.

## CAREER HISTORY

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NRT/REALOGY, Parsippany, NJ (parent of Coldwell Banker, ERA, Century 21 and Cartus) 1997 – February 2007

### Senior Vice President, NRT (May 2004-present)

**Scope:** Oversee five operating companies branded as Coldwell Banker [CB], ERA and Corcoran serving nine states (MA, ME, NH, RI, CT, NJ, NY, FL and PA) for the country's largest residential real estate consortium. Specialized markets include Long Island, New York City, The Hamptons, Palm Beach, Connecticut/Westchester, Northern and Central New England. Oversaw 15 acquisitions. Coach and mentor senior executives throughout the enterprise.

**Controls:** Through a team of 5 Presidents (2 ERA, 3 CB), synchronize the operations of five enterprises and the activities of over 9,000 sales associates grossing over \$35 billion in annual sales.

### Achievement Summary

- Delivered one of the most profitable regions for three consecutive years with divisional leadership in a number of categories including mortgage capture.
- Developed a number of new tools including a transaction automation process; named and helped develop the branded "Concierge" client & agent service model credited with a significant improvement in client loyalty and agent retention/productivity.
- Reinstated the Office Of The Future campaign which was started at a predecessor enterprise; featured leading-edge sales offices showcasing new technologies as an added-value offering.
- Generated enterprise-wide solutions related to new senior management identification, orientation & training; part of the team that developed an agent-benefits-package credited with significantly increasing retention.

COLDWELL BANKER/NRT, LOS ANGELES, CA (May 2001-April 2004)

### President

**Scope:** Oversaw operations in four counties (LA, Santa Barbara, Ventura, and Riverside). Led six acquisitions.

**Controls:** Through a team of 3 regional and senior vice-presidents, directed 63 sales offices, 3,300 sales associates and 20-billion-dollars in annual sales.

### Achievement Summary

- #1 operating company in NRT division (out of 24 enterprises) from second year.

- Directed major acquisitions including Fred Sands Realtors (80+ offices).
- Built up Title, Escrow, and Mortgage capture rates to levels ranked among the highest in the nation. Mortgage underwriting surpassed \$1B annually.

COLDWELL BANKER, BEVERLY HILLS, CA (1997-2001)

**Executive Vice President, General Sales Manager (2000-2001)**

**Scope:** Generated key business initiatives for the Southern California market; involved over 125 offices. Subject matter expert on facilities, company training, related services development and all recruiting and marketing.

**Controls:** Through a team of regional vice-presidents, directed commercial & relocation divisions (> 6000 associates).

**Achievement Summary**

- Integrated new acquisitions, improved operations, realigned management, increased profitability.

**Senior Vice President (1997-2000)**

**Scope:** Directed a network of 23 sales offices in the Westside/South Bay areas of Southern California following merger between Prudential Jon Douglas Company and NRT/Coldwell Banker.

- Led the most productive residential real estate profit center of NRT/Coldwell Banker.
- Surpassed \$7 billion in residential home sales in 1999 and \$21 billion in 2000.

PRUDENTIAL JON DOUGLAS COMPANY, Beverly Hills, CA

1995 - 1996

**General Sales Manager and Executive Vice President**

- Promoted to manage Coastal Southern California region, after merger of Prudential California Realty and Jon Douglas companies.
- Built up a network of 23 branch offices with 1300 sales associates achieving close to \$5 billion in annual sales; inaugurated Relocation, New Housing and Estates Divisions.

PRUDENTIAL CALIFORNIA REALTY/KENT REALTORS, Marina del Rey, CA

1988 - 1995

**General Manager (Prudential, 1993-1995) / Owner-Operator (Kent, 1988-1993)**

- Managed merged Jon Douglas offices in Marina Del Rey; involved three sales offices with 180 sales associates producing \$70 million in sales monthly; transformed sales from last in market area to first.
- Bought and built up the region's #1 realtor; sold Kent Realtors to Prudential California Realty.
- Consistently placed in total sales top 5 out of 63 Prudential offices statewide.
- Established and divested highly-profitable escrow and mortgage enterprises.

FRED SANDS REAL ESTATE AGENCY, Los Angeles, CA

1983 - 1988

**Sales Manager**

- Promoted to sales manage the Marina Del Rey start-up which became the top-producing sales office, out of a network of over 40, in its third year. Promoted, in 1986, to manage flagship office in Brentwood; directed 110-130 sales associates and grew sales to the half-billion dollar annual milestone.

JON DOUGLAS COMPANY, Los Angeles, CA

1980 - 1984

**Associate (1984) / Agent (1980-1983)**

- Top sales rep for two years -- 1982 and 1983.

**PROFESSIONAL DEVELOPMENT**

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**Education:** Bachelor of Arts, UCLA.

**Additional Training:** syndication; executive real estate program; real estate investment analysis.

**Professional Associations:** Member and serve on Communications Committee, Employee Relocation Council [ERC]; Member, National Association of Realtors; former State Director, California Association of Realtors; former Director, Beverly Hills/Greater Los Angeles Area Board of Realtors; former President, Venice/Marina Del Rey Board of Realtors; former Board Member of multiple Chambers of Commerce.

**Industry Recognition:** ERC Innovator of the Year Award (2003) for "Concierge." Currently serve on one executive committee.

**Licenses:** California and Nevada Real Estate Broker and California General Contractor.