

PENNY WILLIAMS

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PROFESSIONAL EXPERIENCE

2003-present

Real Estate Broker

Real Estate Sales Consultant/Broker of condominiums, single-family homes, and new developments

Resales of homes and condominiums:

- Produce and implement tailored marketing plans
- Advise and guide home buyers through the process of finding an appropriate property
- Negotiate offers and terms
- coordinate inspections, lender, attorney, and so on, to reach successful closing of the transaction

Advise investors on development projects:

- Provide and interpret market statistics
- Recommend/review appropriate architectural design and finishes for the target market
- Price the product
- Develop and implement marketing strategies for print advertising, web media, press inquiries, events, etc.
- Manage contract to closing process for all units sold

2011-Present

Contract to Closing Services

realtyPro Transaction Services (Owner/Operator)

- Coordinate the many necessary details and paperwork involved in the sale of a property from the time a legal and binding contract is entered into by buyer and seller through closing.
- Created online transaction system to monitor closing coordination process efficiently
- Successfully closed over 100 transactions for fellow brokers in last two years

2013-present

Social Media Consultant

- Create and implement social media strategy to grow brand awareness and community for blogs, businesses, and events. Past clients include: Mosaic Weighted Blankets, Ramble Run, Thomas Wolf 8k
- Forum moderation for ADDitude Magazine's online community, ADDconnect.com

EDUCATION

- B.A. Sociology, Criminology Minor, University of South Florida, 1996
- N.C. Real Estate Licensee, Broker 2003
- ECO Certification, Asheville Board of Realtors 2006