

STU CARSON

Broker-Associate
Keller Williams Realty
(408) 209-0849
Stu@StuCarson.com

28+ years of orchestrating internal & external teams to serve clients with excellence

REAL ESTATE PROFILE – STRENGTHS

- Top 1% in Industry Education/Certifications
- Real Estate & Financial Consultant Knowledge
- Strong Negotiation Skills on Behalf of Clients
- Rare Listening Skills
- Analyzes Trends to Maximize Client Results
- Contractual/Client Representation Wisdom
- Effective Resource Management
- 25+yrs of <4hr Response Time to Clients
- Team/Relationship-Building Around Clients
- “Outside-the-box” Marketing Innovator

PRESIDENT – BROKER/AGENT – REAL ESTATE & LENDING

- Successfully produces over \$14M per year as an entrepreneur of a real estate firm.
- Successfully produces over \$16M per year as an entrepreneur of a lending firm.
- Established and maintains key business measures for tracking the effectiveness of marketing & sales tactics & strategies. Leverages his listening skills, technology, & experience to help Sellers obtain the best possible price in the least amount of time & Buyers find their dream home as time efficiently as possible, at the lowest possible price with the best possible terms.
- Teacher and coach of Franklin Covey’s Time Management and Steven R. Covey’s The 7 Habits of Highly Effective People.
- Exhibits valuable industry knowledge, guidance, and follow-through to maximize client results.
- Provides effective services, efficient resources, and skillful team-building in support of clients.
- Achieved combined certifications held by <1% of realtors: GRI, ABR, ePro, CRS, and CNHS.
- Passionate about consistently refining the practice of Excellence in serving clients.

SALES AND MARKETING MANAGEMENT – COMPUTER INDUSTRY

- Exceeded annual sales targets averaging 160% attainment for 15+ years.
- Number one corporate accounts representative worldwide for Fortune 200 company 2 years.
- Hired, trained, and managed sales & marketing teams with >\$10mil budgets.
- As Marketing Director Implemented strategies and investment to profitably grow revenue 166%.
- Defined, built, and managed sales team supporting 7,000+ resellers countrywide, with 250% revenue growth objective of \$240M+.
- Established Reseller (Customer) Council and other important mechanisms for cross-functional management team visibility of and ability to address customer needs & wants.
- Architected and executed internal/external alliances in technology, service, manufacturing, product marketing, and channels for turnkey hardware & software product solutions.

PROFESSIONAL WORK HISTORY

Broker-Associate, Sereno Group Real Estate, 2008 - present
President/Broker-Agent, Carson Capital Funding Group, Inc. (dba Realty World Pacific Homes/Vineyard Mortgage & Finance) 2002 – 2008
Independent Mortgage Agent, Capitol Trust Mortgage 2001
Senior Director Marketing (multiple promotions & positions), Acer America 1997 – 2001
Corporate Accounts Sales Executive, Texas Instruments 1995 – 1996
Major Accounts Sales Executive, Digital Equipment Corporation 1985 – 1995
Sales Representative, Hewlett Packard 1981 – 1985

EDUCATION:

1979 - 1981 **SOUTHERN CONNECTICUT STATE COLLEGE**, Connecticut, RI
 Bachelor of Science, Economics (Minor in MIS)

1977 - 1979 **U.S. MILITARY ACADEMY, WEST POINT**
 Engineering

CERTIFICATIONS:

GRI, ABR, ePro, CRS, and CNHS



Graduate REALTOR® Institute designees have made the commitment to provide a high level of professional services to their clients. The GRI curriculum incorporates a common body of knowledge for progressive real estate professionals. A REALTOR® who possesses the GRI designation has not only completed 90+ hours of course of study required by the program, but also subscribes to the Code of Ethics of the The National Association of REALTORS®.

The **Accredited Buyer Representative (ABR®)** designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to real estate practitioners by the Real Estate BUYER'S AGENT Council (REBAC) of the National Association of REALTORS® who meet the specified educational and practical experience criteria.

REALTOR e-PRO® is a revolutionary training program to certify real estate agents and brokers as Internet Professionals. The National Association of REALTORS® is the first major trade group to offer certification for online professionalism.

The **Certified Residential Specialist (CRS)** is the highest Designation awarded to sales associates in the residential sales field. The CRS Designation recognizes professional accomplishments in both experience and education. Fewer than 5% of Realtors nationwide have received the CRS.

The **Certified New Home Specialist** is recognized as Real Estate's #1 certification representing professionalism in working with Builders & New Home Buyers. Topics covered during the training include... the materials and methods of residential construction, reading blueprints, site plans and topography, understanding new home contracts, legal and monetary issues.

LICENSING: **California Department of Real Estate, Broker's License #01328327 Corp #01361601**

AFFILIATIONS:

Rotary Club, Morgan Hill	National Association of Realtors
Elks Club, Gilroy	Santa Clara County Association of Realtors
South County Association of Realtors	San Martin Horseman's Association
Santa Cruz Horseman's Association	Mankind Project Level II Leader
International Assc. for Theophostic Ministry	

HOBBIES/LIFE: 6 children, body surfing, cooking, gardening, reading, making friends & clients for a lifetime

REFERENCES: Available upon request.