

Hi Mike,

below is the email I send out and attached is the résumé I send. On my résumé I include the secretary for my Coldwell Banker office, Patty, as my "transaction coordinator" and the Coldwell Banker office manager, Malka, as my "closed file compliance auditor" (lol) and my buddy Geoff is listed as my "buyer's agent." - None of them actually work as part of my team as other agents will interpret that to be. Patty & Malka work for all of the agents in this particular CB office, and I just gave them fancy titles to try and ooh and aah an asset manager. Same thing with Geoff.

Point being, even a brand new agent can do this. When I first started out I would even include my managing broker on my résumé as part of my team because I didn't personally have production numbers worth bragging about, I think I called him my "REO Mentor" or something... I use the résumé as a form of personal marketing, so I encourage agents to think outside of the box when presenting theirs to prospective clients =D Just grab the name of the person working the desk in the lobby, and the person that issues out the commission checks in the office, and one of your friends in the neighboring cubicle and VOILA!, a team fit for the finest résumé the world has seen ;)

~ Mark

Thanks,

Mark A. Delgado

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*International President's Premier*

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