

Keith A. Miller

15848 Orchard Drive, Westlake FL 33470 • keithmillersr07@gmail.com • (561) 452-9901

REALTOR/SALES/ENTREPRENEUR

“Goal-Oriented, Visionary Self-starter and Proven Leader”

Goal-oriented realtor, sales professional, and entrepreneur with a proven track record of building client loyalty and referrals. Exceptional at aggressive sales strategies, relationship management, and achieving or exceeding monthly targets.

PROFESSIONAL PROFICIENCY

PROVEN METHODOLOGY:

- Growth of business achieved through aggressive sales initiatives that resulted in increased revenue growth.
- Identifies, establishes, and manages strategic relationships to leverage significant long-term business opportunities
- Effectively convey intricate marketing and sales presentations
- Meticulous, detail-oriented and works well under pressure.
- Recognized for professional excellence on many occasions; excellent communication and interpersonal skills
- Proficient in analysis of markets, targeting areas of highest returns and developing strategies to meet goals.
- Strong analytical skills, aptitude for problem solving and striving for the best and excellent writing skills.

DEMONSTRATED RESULTS:

- Skilled in developing strong rapport with customers by providing value through individual consultation, helping the customer to analyze and solve process problems.
 - Functions well as a productive team member and accomplishes tasks without supervision. Mission oriented with excellent persuasive skills.
 - Served as Squad Leader during Operation Desert Shield and Operation Desert Storm. Decorated for leadership and meritorious service.
 - Successfully trained, supervised, and instructed assigned personnel on regulations, policies, and procedures. Provided inspirational team leadership and counseling to subordinates that increased morale and raised performance and productivity levels during a war-time environment.
-

CAREER PATH

Real Estate Agent

LPT Realty

2017-Present

- Proven ability to generate high-quality leads through strategic networking, referrals, and targeted marketing campaigns.
- Proficient in utilizing online platforms and social media to create engaging content and attract potential clients, resulting in a substantial increase in lead volume.
- Leveraged comprehensive knowledge of local real estate markets to identify emerging trends and capitalize on opportunities, leading to a consistent influx of leads.
- Developed and maintained a strong presence in the community through participation in local events, workshops, and seminars, contributing to a consistent stream of qualified leads.
- Implemented innovative lead generation techniques, including hosting open houses, collaborating with local businesses, and nurturing relationships with past clients for ongoing referrals.
- Utilized CRM systems to track, categorize, and manage leads effectively, ensuring timely and personalized follow-up for optimal conversion rates.
- Demonstrated expertise in analyzing lead data and metrics to refine lead generation strategies, resulting in a significant improvement in lead quality and conversion rates.
- Act as an intermediary in negotiations between buyers and sellers.
- Promote sales of properties through advertisements, open houses, and participation in multiple listing services.
- Prepare documents such as representation contracts, purchase agreements, closing statements, deeds and leases.
- Answer clients' questions regarding construction work, financing, maintenance, repairs, and appraisals.
- Inspect condition of premises and arrange for necessary maintenance or notify owners of maintenance needs.
- Evaluate mortgage options to help clients obtain financing at the best prevailing rates and terms.

General Manager

Florida Fine Cars (Carvix) – West Palm Beach, FL

2017-2023

- Relocated and opened a new dealership from the ground up.
- Hired and trained all sales, BDC, Sales Managers and technicians to ensure excellent customer service and sales performance.
- Hired and trained sales managers to close customers on backend products.
- Oversaw daily operations of the used cars sales department, including inventory management, pricing, and customer service.
- Developed and implemented sales strategies to increase revenue and meet or exceed sales goals.
- Conducted regular performance evaluations of sales staff and provided coaching and feedback as needed.
- Monitored and analyzed sales and marketing trends to make data-driven decisions about pricing, inventory and sales strategies.
- Collaborated with other departments, such as marketing and finance, to develop and execute marketing campaigns and financial plans.
- Maintained strong relationships with customers, vendors, and financial institutions to ensure a positive and profitable customer experience.
- Ensured compliance with all legal and regulatory requirements related to used car sales, including vehicle registration, titling and financing.
- Created and implemented policies and procedures to improve efficiency and profitability of the used car department.
- Managed a budget and expenses for the used car sales department and worked to maximize profitability and minimize costs.
- Negotiated and opened accounts with all vendors.
- Exceed monthly goals for backend profit.
- Consistently convert cash and outside finance deals to in-house.
- Negotiate and close deals for purchase and warranty.
- Conduct seminars and training sessions for sales agents to improve sales techniques.

Auto Sales

Offlease Only - Lake Worth,

2014-2017

- Consistently exceeded sales targets by developing and maintaining a strong client base and building customer loyalty.
- Proactively reached out to potential customers, identified their needs, and provided expert advice on vehicle features, financing options, and warranties.
- Developed and maintained excellent product knowledge of the vehicles being sold, including features, specifications, and performance, and staying up to date with new releases.
- Demonstrated exceptional customer service skills by providing prompt responses to inquiries, following up on leads, and ensuring customer satisfaction throughout the sales process.
- Developed and maintained relationships with lenders, finance managers, and other key stakeholders in the car sales industry to help secure financing options for customers.
- Managed and maintained customer data and sales records, ensuring accuracy and completeness, and using data to identify trends and opportunities for growth.
- Participated in dealership events, trade shows, and other marketing activities to promote sales and build brand awareness.
- Demonstrated proficiency in negotiation skills to successfully close deals and maximize revenue for the dealership.
- Collaborated with other departments, such as service and parts, to ensure a seamless customer experience from purchase to maintenance and repairs.
- Trained and mentored new sales staff, sharing knowledge and experience to help them develop into successful salespeople.

National Sales Director

Livewell Financial - Pembroke Pines, FL

2013–2014

- Developed and executed national sales strategies to meet or exceed revenue and profitability goals for the company.

- Established and maintained relationships with key stakeholders, including real estate agents, builders, and financial institutions, to drive new business and increase referrals.
- Recruited Mortgage Loan Originators from 30 out of 50 States.
- Trained mortgage loan originators on guidelines and the loan process.
- Worked with underwriters regarding guidelines and clearing stip.
- Established and implemented a marketing program for 30 states.

Financial Advisor

Valic – West Palm Beach, FL

2009–2013

- Conducted Financial Needs Analysis and recommends appropriate products to meet clients' needs.
- Developed and maintained client relationships, providing personalized financial advice and guidance to meet their financial goals and objectives.
- Conducted financial planning, including retirement planning, investment planning, and estate planning, and developed customized financial plans for clients.
- Analyzed clients' financial situations, including assets, liabilities, and cash flow, to identify areas of opportunity and risk, and developed strategies to mitigate risk and maximize returns.
- Recommended investment products and strategies, including stocks, bonds, mutual funds, and other investment vehicles, to help clients achieve their financial goals.
- Conducted market research and analysis to stay up to date on industry trends and emerging investment opportunities.
- Maintained a strong understanding of tax laws and regulations, and recommended tax-efficient investment strategies to clients.
- Managed and monitored client portfolios, including making investment recommendations and executing trades.

Regional Account Executive

Equifirst/Regions Bank - Charlotte, NC

2003-2008

- Actively prospect and establish new business relationships with mortgage brokers to expand the bank's client base.
- Attend industry events, conferences, and networking functions to identify potential partners and opportunities.
- Identify and target key market segments, geographic areas, or niches to maximize business growth
- Foster strong and lasting relationships with mortgage brokers by providing exceptional customer service and support.
- Act as the primary point of contact for brokers, addressing their inquiries, concerns, and needs promptly and effectively.
- Regularly communicate with brokers to understand their clients' financial needs and tailor solutions accordingly.
- Analyze clients' financial situations, creditworthiness, and loan requirements to structure suitable loan solutions.
- Collaborate with mortgage brokers to customize loan packages, considering factors such as loan type, term, interest rate, and repayment options.
- Ensure compliance with all regulatory guidelines and internal policies while structuring loans.
- Manage the end-to-end loan origination process, from application submission to closing, to ensure a seamless experience for brokers and their clients.
- Review and evaluate loan applications, documentation, and financial statements for accuracy and completeness.
- Coordinate with internal teams, including underwriters, processors, and legal, to facilitate smooth loan processing and timely closings.
- Present loan options and terms to mortgage brokers, effectively highlighting the bank's offerings and competitive advantages.
- Negotiate terms and conditions with brokers to ensure mutually beneficial agreements and maximize loan origination volume.
- Maintain an organized and up-to-date loan pipeline, tracking each loan's progress and ensuring all necessary steps are completed in a timely manner.
- Provide regular updates to brokers on the status of their loans, addressing any potential issues or delays proactively
- Ensure accurate and complete documentation for each loan application, adhering to regulatory requirements and internal policies.
- Stay informed about industry regulations and changes, and ensure all loans are compliant with relevant laws.
- Generate reports and analyze data related to loan origination volume, performance metrics, and market trends.
- Use data insights to identify opportunities for process improvements and strategic business decisions.
- Stay updated on industry trends, market conditions, and loan products to maintain a competitive edge in the market.

Principal

Broward County School Board – Ft. Lauderdale, FL

1992-2003

- Trained and supervised 85 professional staff members, concentrating on strategies and acquisition of programs to meet individual needs of more than 950 students.
- Developed and implemented a comprehensive strategic plan to improve academic performance and student outcomes, including setting specific goals and metrics to measure progress.
- Created a positive and collaborative school culture that fostered a safe and inclusive learning environment for all students, staff, and families.
- Established high expectations for academic performance and behavior, and provided the necessary support and resources to help students meet those expectations.
- Implemented data-driven instructional practices, including regular assessments and progress monitoring, to identify areas of need and implement targeted interventions.
- Built and maintained relationships with families and the broader community, including local businesses and community organizations, to promote collaboration and support for the school.
- Received recognition and accolades for dramatically elevating an inner city school from failing to High performing
- Collaborated with other principals, district leaders, and education professionals to share best practices and promote continuous improvement.

Military Policeman/Squad Leader

United States Army

1985-1992

- Trained, mentored, counseled, and evaluated personnel to ensure combat and operational readiness.
- Led and managed a squad of military police soldiers, providing guidance, training, and supervision to ensure mission readiness and operational success.
- Conducted patrols and security operations to protect military installations, convoys, and personnel from threats such as enemy forces and terrorist attacks.
- Maintained situational awareness and assessed potential threats and vulnerabilities and developed plans and protocols to mitigate risk and enhance security.
- Conducted investigations and maintained law and order within military communities, including responding to incidents and enforcing military regulations and policies.
- Provided guidance and support to soldiers and their families, including assisting with personal and financial issues and connecting them with appropriate resources and services.
- Maintained accurate and complete records and reports, including incident reports, patrols, and other relevant information.
- Conducted training and development activities for soldiers, including weapons proficiency, physical fitness, and leadership development.
- Maintained a high level of readiness and preparedness for rapid deployment and mission execution.

EDUCATION

- **Maxwell Leadership Certified Speaker, Trainer and Coach – John C. Maxwell**
 - DISC Certified Trainer – Expert trainer in the four personality traits that people possess and effects on the workplace
- **Master of Science in Administrative Leadership** - Nova Southeastern University
- **Bachelor of Science in Education** – Indiana University of Pennsylvania
- United States Military Police School
- F.A.S.T. Training – Equifirst Corporation (Senior Management Course)
- Mortgage Broker licensed
- Real Estate Licensed

AWARDS & RECOGNITION

- 2 Army Achievement Medals – Desert Shield/Storm
 - Good Conduct Medal
 - Letter of Recognition for Outstanding Leadership During War-time Deployment
-