Laurie A. Lee

QUALIFICATIONS

Over 25 years of real estate experience in General Brokerage sales as well as New Home sales and sales management for various local developers. Transactional sales experience as well as managing agents, team building, developing strategic marketing plans, market research, and maintaining communication at all levels.

EXPERIENCE

Pacific Island Realty, LLC

Principal Broker

2005 to Present

Direct the sales and marketing strategies for all of Stanford Carr Development's new home communities from the development stages through the closing of the sales transaction. Closed over 1000 homes in excess of \$450 Million.

- Develop and implement strategic marketing plans for every new community
- Provide input for product development, target markets and pricing
- Analyze market data and market trends
- Recruit, train and manage multiple sales teams on different islands
- Lead marketing team in development of collateral materials, branding, imaging and media placement
- Manage prospect management systems and reporting

Pacific Island Realty, LLC

Sales Manager/New Home Sales

2001 to 2004

Team leader and Sales Manager for The Hawaii Kai Peninsula project that included 600+ units

- Implemented marketing plan
- Managed the On-Site Sales Team of 3 agents and Sales Office
- Responsible for weekly reporting to developer

Hever & Associates LLC

New Home Sales/General Brokerage

1999 - 2001

- New home sales at **Hawaiki Tower** in a team of 3 sales professionals
- Provided superior customer service and positive buying experiences for future homeowners
- Project sales at Royal Sea Cliff on Hawaii Island
- Opened and managed the sales office at Royal Sea Cliff

Harbor Court Real Estate Services, LLC

New Home Sales

1997 - 1999

• New Home sales at Harbor Court

Haseko Realty

New Home Sales

1994 - 1997

- New Home sales at The Courtyards at Punahou
- Successfully sold out this quality high-end condominium project
- Achieved and maintained 50% or more market share of residential condominiums over \$1Mil on Oahu each year from 1995 to completion of the project

Watt Hawaii Realty

New Home Sales

1993 - 1994

- New Home Sales at Malanai The Villages at Kapolei, Village 3
- New Home Sales at A'eloa The Villages at Kapolei, Village 2

Bradley Properties, Ltd.

General Brokerage Real Estate Sales

1990 - 1993

- Consistent multi-million dollar producer since first year, providing superior and professional service to broad spectrum of clients from first time buyers to high end buyers and sellers.
- Project Sales **The Peninsula** (1992) Specialized in marketing to foreign speaking clients and customers, particularly Japanese.

House Foods Hawaii/Foremost Dairies Hawaii Admin Assistant to GM 1987 - 1990

- Participated in meetings with Japanese principals; provided two-way translations
- Implemented ordering systems for Neighbor island distributors, increased sales 18% and reduced credits and waste by 50%
- Negotiated with farmers' cooperative to ensure adequate allocation of the limited fresh local milk supply

Duty Free Shoppers Limited

Sales Manager/Customer Service 1980 – 1987

- 1980 1983 Customer Service/Sales retail sales of duty free merchandise
- 1983 1986 Promoted to Sales Manager of 2 departments generating annual sales of \$8Mil with a staff of 18 people, mainly Japanese speaking; promoted to Sales Manager of 3 Airport shops with a staff of 15; promoted to Sales Manager of 2 departments at the main location generating over \$12 mil in annual sales and a staff of 33.

EDUCATION

Masters of Business Administration – International Business

University of Hawaii at Manoa –

Bachelor of Arts – Japanese Language University of Hawaii at Manoa –

Intensive Japanese Language Program

International Christian University – Tokyo, Japan



Real Estate Related

State of Hawaii Real Estate Broker's License - Active

Real Estate Commission - Oahu Commissioner (Broker) 2013-Current

Building Industry Association of Hawaii

Parade of Homes Chairman – 2010

Parade of Homes Gala Co-Chairman 2011, 2012