

Antoinette (Toni) Hanson

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Over 10 years of Management Experience
Business Development • Real Estate Sales & Marketing • Networking
Public Speaking • PR • Relationship Driven Sales

- Strong leader, motivator and team builder, skilled in motivating personnel and creating environment of collaboration in achieving company goals.
 - Talented in relationship driven sales, exceptional communication and interpersonal skills. Innovative and honest with proven ability to gain client trust and confidence.
 - Public relations know how, experienced in launching community programs, and eliciting involvement and media interest.
 - Quick and creative in overcoming challenges, effective listener, negotiator and problem solver.
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EXPERIENCE

➤ *Real Estate Sales*

- Over 20 years of real estate sales experience with strong network of respected and recruitable colleagues, and community leaders.
- Relocation specialist, persuasive in soliciting companies' relocation business. Achieved 100% success ratio in assisting third party companies in listing and selling all assigned properties.
- Coldwell Banker accomplishments: Member of the President's Club, Recipient of Numerous Top Producer awards, Top Listing Agent - February 2004 and Top Sales Agent for March – November, Top Listing and Top Sales Agent for numerous years.
- Highly motivated, enthusiastic, creative and committed to professional excellence. Oriented to fast pace real estate and marketing environment.

➤ *Management*

- Managed 10 staff and operation after launching this entrepreneurial business. Oversaw daily operations, sales and marketing. P&L responsibility. Interviewed, hired, trained, scheduled, reviewed and terminated personnel. Designed and implemented incentive programs. Conducted weekly motivational meetings, instructed in selling/upselling products/services, and effectively listening to clients. Participated in trade shows.
- Owned and operated another entrepreneurial enterprise with 5 staff. Developed sales and marketing strategies for increased profit. Managed finances, designed and implemented cost effective operational budgets. Handled HR issues.
- Founded and launched Newbury Park Merchants Association. Represented merchants, accompanied by Dianne Feinstein, traveled to Sacramento and spoke to head of Caltrans. Successfully persuaded Caltrans to construct Hwy 101's Borchard & Ventu exits, allowing access to local merchants.
- Initiated and launched countywide public service program "Evacuate My Pet." Elicited support of Red Cross, Ventura County Animal Regulation, Los Angeles County Animal Care and Control. Recruited team of community citizens, formed C.A.R.E. (Community Animal Response and Evacuation Group) and developed web site. Solicited media involvement and launched PR campaign to create awareness.



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› *Public Speaking*

- Spokesperson in public service announcement film to air on Channel 7 regarding C.A.R.E. Currently announcement is airing on Animal Planet Channel, T.O. TV, T.O. website, Agoura Hills and Westlake Village websites.
- "If You Change the Way You Look at Things" speech reviewed by audience as ...*Very strong emotional connection with the audience. Dynamic! Motivational!*
- Presented 15 minute speech on T.O. TV and spoke to Women's Council in May 2007 on Evacuate My Pet program.
- Meeting leadership skills reviewed as: ...*great motivator, conducting well-run and enjoyable fast going meeting, got the group going, personable, encouraging...*

CREDENTIALS & TRAINING

Consistently completing courses and attending seminars to update knowledge of real estate laws and regulations

Notary Public

REAL ESTATE SALES HISTORY

Prudential, Thousand Oaks, CA	<i>2006 – Present</i>
Coldwell Banker, Westlake Village, CA	<i>1994 – 2006</i>
Century 21 America, Westlake Village, CA	<i>1985 – 1990</i>

COMPUTER SKILLS

MS Word, PowerPoint, OpenOffice, M.L.S.

MEMBERSHIPS

Member of Conejo Valley, San Fernando Valley, Simi/Moorpark Multiple Listing Services

Member of Toastmaster's Rhetorical Club and Speakers Match.com

