

ERICA DUARTE GUEST

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Country of Citizenship: USA •

POSITION: ASSET MANAGER; PROPERTY MANAGER; HUMAN RESOURCE MANAGER

CORE COMPETENCIES

REO Listing Broker; Fannie Mae-specific property listings/sales; HUD-specific property listings/sales; strategic area planning/positioning; developing REO-specific marketing strategies and tools; team leadership and training; client communication; vendor interaction; new market penetration; market research/analysis; advertising media involvement; financial guidance; increased owner-occupant sales; strong bank/lending institution relationships; broad import/export experience; international documentation; government liaison; international import/export law; MS Office software; QuickBooks software. Training of all personnel.

SUMMARY OF GOALS, KNOWLEDGE, SKILLS, ABILITIES

Serving as a Fannie Mae, Bank REO, and HUD Local Listing Broker has been one of the most important professional accomplishments of my career and it has also been the source of the greatest professional challenges that have been put in front of me.

Sales of HUD properties were the beginning of my primary attraction to selling real estate and the initial source of my enjoyment in finding homes of great value for my buyers. I found it so rewarding that I consistently and aggressively marketed and sold HUD properties for the past 7 years, 3 of those years as the HUD Local Listing Broker working in the 22 county south Texas region directly underneath Southwest Alliance of Asset Managers, Matt Martin Real Estate Management, Pemco, and Hometelos.

I owned and operated 2 physical offices as HUD listing and sales offices, one in Hidalgo County, TX and one in Cameron County, TX. I personally hired and trained the staff that was very familiar with proper HUD practices. Agents in both of my offices were trained and energized to sell primarily HUD properties and only diverted attention to other REO properties or privately listed homes in the local MLS if none of the available or upcoming HUD properties met the buyers needs and wants.

In 2004-2005, I personally sold \$4.2 million dollars worth of HUD inventory, 62 homes, as a HUD selling agent before Hurricane Katrina forced HUD to remove their properties from the market for a year. Beginning in May of 2007 and continuing through May 2010, I served as the HUD Local Listing Broker for a very large geographical area. During that period, I was the listing broker for over \$92.9 million worth of HUD inventory that was actually sold/closed, some 1,312 individual properties. On 187 of those properties I was also the selling broker representing the buyer. In May 2010 HUD changed it's Asset Management structure to M&M III and added many additional listing agents in each area. I remain as a HUD Local Listing Broker in 2 counties.

As part of my duties as HUD's Listing Agent, I was responsible for the extensive training and monitoring of all HUD selling agents throughout my 22 county area. This involved initial training about HUD policies and procedures as well as ongoing training and monitoring of those agents as they began to advertise and market HUD properties, write sales contracts, and close deals. An extensive knowledge and understanding of the FHA appraisal process and knowing how to interpret and explain HUD's property inspection reports was vital to this aspect of my position. Staying up to date with the many city and county down payment assistance programs and grant programs that were available and being able to easily explain the applicability of those programs to HUD sales agents was another vital component of my responsibilities.

Along the way, I also became a licensed mortgage loan officer in the State of Texas. I recently put my loan officer license in an inactive state but I purposefully maintain very strong relationships with many of the best local financing agents at mortgage bankers and mortgage brokerages so that I can best advise my agents and customers on the best current financing alternatives and provide them with specialized information such as the afore mentioned down payment assistance programs or grant programs. Because of my experience, I frequently have loan officers call me and ask for guidance or suggestions on ways to proceed with financing on some of their more difficult HUD property or difficult REO files.

As you can see from my resume and my job experience, sales of Bank REO, Fannie Mae, & HUD properties is something that I am very passionate about. Sales of these homes changed my career and changed my professional and personal life in many positive ways.

I am seeking a position that would allow me to take advantage of all of the knowledge and experience that I have gained through my years of dealing hands-on with REO properties. I am very familiar with current Fannie Mae & HUD policies and procedures and welcome the opportunity to share my knowledge, experience, and enthusiasm for REO properties with others in the organization.

Coupled with that dedication is a skill and commitment to training others in properly following guidelines, rules, and laws in all aspects of office behavior and interactions between superiors and subordinates. The result is a motivated, cohesive, supportive working environment where everyone is on the same page and success, personal fulfilment, and achievement of goals are not just scribblings on a whiteboard in a meeting room but actual happenings on a daily basis.

Sincerely,

Erica Duarte Guest

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HUD LOCAL LISTING BROKER

HUD Specific Property Listing & Sales / Knowledgeable & Experienced / Strategic Positioning Within Each Geographical Area of Assignment

Talented, results-producing REO Listing Agent with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of complex business goals and objectives. Expertise in directing the creation of REO specific marketing tools and steering the execution of marketing programs. Opened multiple offices in neighboring counties to expand our direct sales capabilities. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with client management, vendors, and internal departments to coordinate overall marketing efforts.

- REO Client Specific Strategic Market Planning
- Training and Guidance provided to Selling Agents within Assigned Territory
- Web Development & Management of REO assets per Client Guidelines
- Direct Marketing Programs of Specific Property Types
- Knowledge and direct experience of the REO process from the time of the pre-foreclosure to the closing and funding of the home
- Dedicated trainer of Real Estate agents particularly regarding HUD homes teaching agents how the process of selling a HUD home; of any initiatives offered by FHA and the insurability of the homes and how to work them
- New Market Penetration via Creative Advertising within Client Guidelines
- Market Research & Analysis Using Local MLS Data & County Appraisal Data
- Team Building & Management to Provide Consistent & Timely Data Reports
- Monthly Marketing Strategies Reviewed and Adjusted as Needed
- Detailed knowledge and understanding of Equal Housing Opportunity, Fair Housing Act, & Truth in Lending requirements
- Understand FHA guidelines that affect the buyers financing such as changes to the Upfront MIP, Monthly MIP,
- Understand the difference between standard closing cost fees from hard cost and inform buyers of what a high cost loan is. Assist them until closing by reviewing the HUD Settlement Statement and comparing making sure that fees do not exceed the .125% currently in place for their protection.

PROFESSIONAL EXPERIENCE

HUD LOCAL LISTING BROKER, 2007 – Present

HOMEOWNERS CHOICE REALTY/Owner – Brownsville, TX Office

Designed a marketing strategy for a growing REO asset inventory during a time of unprecedented financial distress. Implemented that strategic plan utilizing a variety of advertising media and aggressive training of sales staff. Continued to refine strategic plan by utilizing monthly market reviews and weekly staff meetings to make any necessary adjustments in advertising focus and sales approach. Played an integral role in financing related advice and guidance to selling agents by daily monitoring and actual conversations with mortgage bankers and mortgage brokers within the industry.

As the Broker/Realtor/Owner of a brokerage firm, I am not only the head of all marketing but I am responsible for compliance and oversight of all brokerage agents. I see it as an important part of my responsibility that my agents are 100% in compliance with the Fair Housing Act and Equal Housing Opportunity policy and requirements as they pertain to the sales or rental of client properties, to the advertisement of the homes, to the provision of the real estate brokerage and make sure that no blockbusting and steering take place.

Selected Contributions:

- ✓ Drove up owner-occupant sales ratio of REO properties within our territory to over 90% by intensive direct marketing within each geographical area and making owner occupant purchase contacts a priority and by participating in buyer outreach programs in the community.
- ✓ Increased number of active sales agents within our territory by almost 50% within a 2 year period by person to person contacting of potential sales agents that were previously uninteresting in showing and selling any type of REO or corporate properties.
- ✓ Increased our Corporate REO Selling Agent Volume from 30 REO owned homes per year to over 150 REO homes per year through a concerted focus on REO properties. This was accomplished by providing wide market exposure of REO properties, encouraging homeownership, and promoting an overall positive image of the REO sales process as well as favorably representing any promotions, events, and initiatives.

2007 – Present

Brownsville, TX

Hours per week: 60-70

Supervisor: N/A – Company Owner

BANK REO LISTING AGENT, 2004 – Present

HOMEOWNERS CHOICE REALTY/Owner – Brownsville, TX & McAllen , TX Offices

Actively work for a number of REO Asset Management Companies marketing and selling their REO properties. A very wide range of properties, homes valued at under \$20,000 to homes valued at over \$500,000, necessitates a broad understanding of marketing techniques and different targeted purchasers. We have been very successful with our combination of HUD owned properties and Bank/Corporate owned REO properties providing us with a huge contact list of interested potential buyers in each area we service. The initial generation of that contact base and its constant update by follow up calls and emails is the primary key to our ongoing success in the selling of our HUD and REO properties. A high percentage of our sales come from the 2nd and 3rd session of showings to the same potential buyers on different subsequent properties. This is a direct result of diligent follow up.

Selected Contributions:

- ✓ We have a very good record of low Days on Market on our HUD owned and REO properties and we feel this is a great testimony to our successful marketing techniques and our continued focus on sales of these types of properties.
- ✓ Through the many owner occupant type purchasers, the positive relationship that we develop with many of the local mortgage bankers and mortgage brokers proves to be an invaluable asset to our business.

February 2004 – Present

Brownsville, TX / McAllen, TX

Hours per week: 60-70

Supervisor: N/A – Company Owner

INTERNATIONAL IMPORT/EXPORT AGENT, 1996 – 2001

GENTEX INTERNATIONAL – Brownsville, TX

Worked within a team environment to carry out a full range of import/export functions. Responsible for designing and maintaining company import and export documentation and actual filing of international shipping documents with the US and Mexican governments to allow for the daily importation and exportation of truckloads of manufactured goods that the company produced. Direct Liaison between company management and government officials.

Selected Contribution:

- ✓ Received specialized training from US and Mexican Government Officials in the correct preparation and submission of international declarations and shipping documentation.
- ✓ Worked within the complex legal framework of 2 separate nations' international import/export laws to achieve smooth and anxiety free transfer of manufactured goods.

May 1996-August 2001

Brownsville, TX

Supervisor: Aurora Salazar

EDUCATION

- **Texas A & M University – Commerce, TX**
August 2007-May 2011
Finance and Management curriculum
Real Estate and related studies
- **University of Texas-Brownsville – Brownsville, TX**
August 2000-May 2002
Finance and General Studies curriculum
- **Rivera High School – Brownsville, TX**
Class of 1995 Graduate
College Preparatory Classes