JULIAN MERCER

REAL ESTATE BROKER

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PROFESSIONAL SUMMARY

California-licensed Real Estate Broker with 14+ years in residential sales, now managing nine agents and closing about 55 transactions a year. Combines pricing strategy, negotiation, and agent coaching to produce repeat and referral business. Regularly sells above list price in competitive Bay Area markets.

PROFESSIONAL EXPERIENCE

Broker and Team Lead Jan 2020 - Present
Compass, San Francisco, CA

- Lead a team of nine agents and personally close about 30 sales a year, with the team totaling 55 transactions and $78M in volume.
- Price listings from comparable sales and buyer demand, achieving an average sale-to-list ratio of 106% over the last two years.
- Supervise contract review and disclosure packages, and reduced transaction errors flagged by escrow to two in the past year.
- Coach agents in weekly role-plays on listing presentations and negotiation, helping three agents reach $5M in annual volume.
- Negotiated repairs and credits that kept 95% of accepted offers in escrow through closing.
- Built a past-client program with quarterly market updates, producing 40% of new business from referrals.

Broker Associate Mar 2016 - Dec 2019
Coldwell Banker Realty, San Francisco, CA

- Closed 32 transactions a year on average across condos and single-family homes, with total volume of $41M in the best year.
- Passed the California broker exam in 2016 and began supervising two newer agents on offers and disclosures.
- Staged and marketed listings with professional photography and targeted online ads, shortening average days on market to 17.
- Represented relocating buyers and first-time purchasers through multiple-offer situations, winning about half of competitive bids.

Real Estate Salesperson Jun 2012 - Feb 2016
Keller Williams Realty, Walnut Creek, CA

- Built a client base from open houses and sphere of influence, closing 18 transactions in the second full year.
- Learned contract, disclosure, and escrow procedures under a mentor broker and handled paperwork for 60 closed deals.
- Hosted about 50 open houses a year and converted roughly 1 in 12 visitors into active clients.

CORE SKILLS

Listing presentations | Pricing and comparative market analysis | Buyer and seller negotiation | Contract and disclosure review | Agent recruiting and coaching | Lead generation | Escrow coordination | Staging and marketing | Referral programs | MLS and CRM systems | Fair housing compliance | Transaction management | Market analysis

EDUCATION

Bachelor of Science in Business Administration, San Francisco State University, San Francisco, CA

CERTIFICATIONS

California Real Estate Broker License, DRE | Accredited Buyer's Representative (ABR), NAR | Certified Residential Specialist (CRS), Residential Real Estate Council