

Douglas A. Wharton
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Creative and driven operations professional with a more than 30 year history of excellence in sales, management, and general marketing proficiency. **Multi-industry experience** within the photo/digital imaging, real estate, and construction business. Known as a dynamic, motivational leader who **excels at training and coaching** large and small teams to meet and exceed organizational goals. Demonstrated strengths in client **relationship building** and retention, **program design and implementation**, and planning and execution of dynamic strategic marketing campaigns. Proven skill as a **teacher and trainer** who consistently gets results.

Results-Driven Marketing • **High-Impact Presentations** • Profitability • Franchise Template & Development
 Franchise Renewals • **Business Re-Organization** • Program Design • **Budget Planning & Administration**
Public Speaking • Client Needs Assessment • **Cost Containment** • Process Improvement • Revenue Growth
 Client Relationship Management • **Training** • Custom Solution Development • Event Planning • **Business Plans**
 Board Experience • **Consulting and Needs Analyst** • Quality control • Estimating • Product Life Cycle

PROFESSIONAL EXPERIENCE

Training ♦ Business Development ♦ Team Building ♦ Re-Organization

CENTURY 21 REAL ESTATE, LLC, Parsippany, New Jersey • 2006-2008

One of the world's largest residential real estate brokerages and franchisor with over 8,000 franchise offices and approximately 140,000 sales associates located in over 50 countries and territories, part of the REALOGY Corporation, the franchisor of the 5 best known real estate brands in the US.

Regional Services Director • 2006-2008

Managed Southland Region 157 and liaised between CENTURY 21 and **120 individually owned and operated offices** in Georgia, Alabama, and Florida Panhandle. Planned and executed the strategic business plan for growing and sustaining the Southland region through productivity initiatives within existing offices as well as **mergers and acquisitions**. Orchestrated content and **presentation** of all educational and award events with six broker councils. Collaborated with individual brokers and owners to develop and implement plans to increase business based on trend analysis and subject area expertise. Administered \$90,000 annual personal expense budget. Managed key relationships with the Southeast region's top brokers.

- **Renewed 98% of eligible franchisees** to new 10 year contracts despite market downturn.
- Responsible for over **\$60 million dollars of Adjusted Gross Commissions** accounting for over \$2.3 billion dollars of sales volume from over **1,800 agents**.
- **Presented** eight to twelve **workshops** each month, six major **rallies**, and six award **banquets** annually.
- Instituted a formal **training program** for brokers and sales associates that was adopted and used nationwide by CENTURY 21 RSD's.

Work Experience

<u>Job Title</u>	<u>Company</u>	<u>City, State</u>	<u>Dates</u>
• Regional Services Director	Century 21 Real Estate LLC	Parsippany, NJ	2006 – 2008
• Principal Broker/Owner	RE/MAX Plus Realty	Clarksville, AR	2005 – 2006
• Sales	C-21 Glover Town & Country	Clarksville, AR	2003 – 2005
• Consulting Sales/Estimating	Government & Commercial Construction	San Diego, CA	2001 – 2002
• Contracted to set up Franchise Template	Sports Coat Inc.	San Diego, CA	1999 – 2001
• Digital Imaging Consultant	Nelson-Keystone	San Diego, CA	1998 – 1999
• Controller	Wharton General Contractors	Santee, CA	1994 – 1998
• Loan Officer	First California Mortgage	San Diego, CA	1994 – 1994
• Commercial Sales	Visual Productions	San Diego, CA	1992 – 1994
• Owner – Comm. Photo Lab	Image House, Inc.	San Diego, CA	1976 – 1992

Professional Qualifications

- Provide the leadership to the franchisees in my region during organized group meetings, awards events, Broker Council meetings, **renewal negotiations** and provide direction and assigned initiatives as necessary while delivering **world class events**, knowledgeable and able resources to our members and their staff.
- Successful launched and effective administrating a real estate brokerage while implementing a business plan through setting of goals, marketing, property sales & management.
- Created a franchise template including: name recognition, cost analyzing, **accounting** spreadsheets, company policies, **training**, and delivering customers a competitive advantage.
- Structured and **re-organized business** practices including accounting, bidding process, job tracking, budgeting & financial projections, and account relations to increase sale over 200% each year for 4 years.
- Established pre-sales support and **cost justification** for Government & Law Enforcement including information and process assessments as well as **product lifecycle solutions**.
- **Owner** of Image House Inc. for 16 years satisfying the needs of commercial photographers, public relation firms, industrial companies and government accounts in the marketing industry.

FORMAL EDUCATION

AA - Business Degree - Grossmont College, El Cajon, CA
Arkansas Principal Broker License and California Real Estate License
Visual Basic - Program Design & Development

Certifications, Memberships & Other Studies

Floyd Wickman School of **Speaking and Training**

Johnson County Board of Realtors® **President**

Arkansas Realtor® Association Committees:

- **Risk Reduction** Committee
- **Professional Standards & Grievance** Committee
- **Mediation**

Certified **Mediator**

Johnson County Chamber of Commerce member & serving on the Board of Director

Member of Johnson County Rotary Club

Member of Arkansas Economic Development Association

Member of Arkansas Hotel-Motel Association

Hazardous Waste - EPA Regulations - Job Safety - Quality Control – Eastman Kodak

Apple's iPhoto, iMovie, iDVD, iTunes, & Final Cut Express

Photo Shop, MS Office (Word, Excel, Power Point), QuickBooks Pro, Goldmine, Act...

Dale Carnegie **Motivation and Speaking Courses** – Complete

Zig Ziglar, Brian Tracy, Justin Joseph, Toastmasters - Seminars & Training

Christian Education **Superintendent** w/ 400-500 students