

Richard Vecchio, CRB, GRI, ABRM

Overview

Rich Vecchio has 24 years of real estate experience in sales, management, appraisal, training/coaching and sales agent selection in Real Estate General Brokerage/Sales Management.

Professional experience

Realty Executives Florida Properties & Associates, LLC - Incorporated in Florida in August, 2002 – Founder/President/Broker

1993 – 2002 Prudential Hilton Head Properties, Hilton Head, SC President and General Manager – 81 Sales Agents

(converted to Coldwell Banker Hilton Head Properties in July, 2001)

2001 – 2002 – Coldwell Banker Hilton Head Properties, SC - Set up New Homes Division for on site sales – 2 new homes community for a total of 268 on site listings –

Westbury Park - prices \$150,000 - \$250,000 – 140 units

Heyward Pointe - premium estate lots in a planned community, 128 waterfront lots price range \$150,000 to \$1,000,000.

2000 – 2002 – Property Management – Rental Homes and

Villas,LLC. – selected a Manager, organized this company for long term property management. Year 1 had 70 properties under management. Currently, with growth and small acquisition we now have 140 properties under management.

1997 – 2002 East Coast Mortgage – I organized and selected a manager, established a mortgage brokerage operation that in its first year closed 101 units and \$27.0 Million in closed loans.. We have since added two additional originators and closed \$39 Million in 2001. 2002 goal is \$59M in closed loans.

2001, January through June - Prudential Long Island Realty, Melville, New York, Senior Vice President

Consulted on Senior Management Team as regional Manager – The company has 800+ Sales Agents, \$1.5 Billion Annual Sales, reported directly to Dottie Herman, President and Managing General Partner.

1996 – 1999 Prudential Model Homes Division, Hilton Head Island –

Designed Business Plan/Models – Selected a Manager and supervised this division - General Brokerage Liaison. We established “model home parks” in communities with the goal of generating new home sales, land sales, as well as, resales. Division was “stand alone profitable as well as adding general brokerage revenue to our core company.

1993 – 1998 Prudential Resort Properties National Advisory Group

– worked with Jim Rhetts, Vice President/Fine Homes, National Director of Prudential Real Estate Affiliates, Resorts and Fine Homes Program.

1994 – 1997 Sotheby’s International Realty - Affiliate Broker in Hilton Head for Sotheby’s International Realty. I was responsible for administering the Program, designing luxury properties, marketing/advertising promotions, training, and selection of top sales associates to focus on luxury home sales and liaison with the Palm Beach, Florida Regional Office.

1991 – 1992 Prudential Long Island Realty, Long Island, New York Regional Manager as well as managing the Dix Hills branch office

Three branch offices: Valley Stream, Franklin Square, and Dix Hills
Total Sales Agents: 84
Sales Volume: \$180,000,000
Responsibilities: To coordinate each branch’s office business plan with and through the branch manager. Take an active and visible part in establishing standards, increasing productivity, and operating within the company/office business plan profitability.

1991 – 1992 Prudential Long Island Realty, Long Island, New York Branch Manager (In addition to regional duties)

Office Overview – 40 Sales Agents
\$82 million Sales Volume

Responsibilities: To plan, hire, recruit, train and retain sales agents for my Branch Office. In 1991 the Dix Hills branch grew from 25 agents to 45 full time agents. Key element to growth and success was recruiting experienced sales agents from competitors, replacing unproductive agents and training new agents to reach company standards and their individual sales goals.

1991 – 1992 Prudential Long Island Realty

Company wide recruiting coordinator

Responsibilities: Developed a company-wide recruiting plan for experienced and new Sales Agents with all 26 branch managers. Individualize their plan for each Region and Branch Manager with specific objectives to hire experienced agents within their respective market areas and conduct continuous Career Nights for the Company.

1987 – 1990 Carll Burr Realty, Huntington, New York Branch Manager

Opened new office on January 7, 1987. Within the first ten months of operation I hired 22 experienced agents and generated a closed sales volume of \$29,000,000 (in a recessionary year).

1984 – 1986 Merrill Lynch Realty/Carll Burr, Inc., Dix Hills, New York Branch Manager

This office required a rebuilding process. Within a two- year period the sales volume grew from \$28,000,000 to \$85,000,000.

1982 – 1984 Merrill Lynch Realty/Carll Burr, Inc., West Islip, New York

Branch Manager

This office was a new acquisition of an existing real estate company. At time of takeover there were seven agents. By 1984 I had hired 26 Sales Agents and had a closed sales volume of \$45,000,000. Under my management, this office moved from 26th in company ranking to 5th in closed gross commission income and profitability.

1978 – 1982 Merrill Lynch Realty/Carll Burr and Sammis Realty, Huntington, New York

Sales Agent

Additional professional activities

Member of the Training Department of Merrill Lynch Realty/Carll Burr

Member of the Training Department of Carll Burr Realty, Inc.

Member of the Training Department of Prudential Long Island Realty

Approved Instructor, New York State Salespersons and Brokers (Continuing Education and Pre-Licensing Courses – Brokers/Salespersons)

Professional memberships

South Carolina Association of Realtors

Hilton Head Island Association of Realtors, SC

Member Columbia Society of Appraisers of New York

Hilton Head Island Education Committee

Accreditations

Florida Real Estate Broker's License

Florida Mortgage Broker's License

South Carolina Real Estate Broker's License

New York Real Estate Broker's License

Certified Residential Broker (CRB)

Graduate Real Estate Institute (GRI)

A.B.R.M.

Education

Adelphi University, Garden City, New York
Business/Communications

American Institute of Real Estate Appraising
Principals of Real Estate Appraising
Procedures in Real Estate Appraising

Interests and activities

Married, four children. I have enjoyed volunteering as a baseball coach for my son's team and also helping out in my daughters' preschool Sunday school class. I also enjoy golf, jogging, cooking, photography, reading, gardening and community service.

In Summary

Practicing Real Estate on Long Island for over 14 years with a large regional real estate company has given me experience in a large well-run company with its origin dating back to 1949 with a great Company culture.

Moving to South Carolina and building the Hilton Head Company from 4 to 81 Agents in a resort-focused market, I feel I've gained tremendous insight into another very different venue of the real estate brokerage business in the Southeast.

Florida real estate opportunities abound in significant proportion as outstanding investments, lifestyle, and business opportunities/careers.

I am a professional with a vision for the future as well as a focus on basic traditional real estate business practices.

I believe that the business of real estate will undergo some subtle and some dynamic changes over the next few years. Specifically, in the area of client representation, menu-driven services, agent home offices, integrated related ancillary services, initiation of customer relationships via the internet and on-line sales/business systems. These changes and innovations will make the business process more efficient for Agents to communicate and access necessary information "anywhere-anytime".

To keep pace with these changes professional forward-thinking organizations and sales agents must re-shape their business model to remain competitive and profitable.

I am committed to these philosophies and enjoy the Real Estate business!

All the Best!