

# Fran Coulter Rumick

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## MANAGEMENT & SALES PROFILE

- Licensed real estate agent in the state of Illinois as of May 1977; licensed Illinois real estate broker in 1985
- Successful real estate broker/manager for 10 years
- Real estate trainer certified by Coldwell Banker; pre-license instructor licensed by state of Illinois
- Consistent top producer in real estate sales from 1977 to present
- Computer savvy
- Strong writing background effective in increasing sales, marketing & creating new money-making ventures
- Licensed real estate broker in Wisconsin as of November 2006

## RECENT ACCOMPLISHMENTS IN SALES AS A TEAM

- Coldwell Banker in Highland Park – 1999 – Present  
Broker associate in partnership with husband, Ira Rumick
  - Members of Presidents Circle & Presidents Elite 1998-2006
  - Consistently among top 5 agents in Highland Park office in sales volume & total # of units sold 1998-2007
  - #10 in total units sold for entire North Shore region in 2006
  - Won top marketing award for 8 consecutive years in Highland Park office
  - Members of “Who’s Who in Luxury Real Estate” from 2001-2007

## MANAGEMENT EXPERIENCE

- Prudential (Burnet) in Highland Park - 1997-1999  
North Shore Regional Trainer
  - Member of North Shore management team
  - Created “The Breakfast Club” an insightful training experience that simulated critical & closing situations in role-playing scenarios
- Re/Max Avenue in Deerfield – 1995 – 1997  
Office Manager

- Substantially increased productivity per person in an office of experienced agents
- Assisted in opening lines of communication between agents & owners
- Coldwell Banker in Glenview 1984–1991  
Office Manager
  - Increased office from 26 agents, then ranked in bottom 10 of Coldwell Banker offices in profitability, to 56 agents, raising it to among the top 10 most profitable offices (out of a total of 62)
  - Interviewed, hired & trained members of the 56-agent Glenview office which was, at that time, the largest company office in Chicago & termed as a “mega office”
  - Prepared weekly office meetings including 20-30 minutes of personally-produced and created training materials including case studies, roll-playing, quizzes, demonstrations and more
  - Wrote, directed, edited & selected the musical score for a 24-minute video presentation at a North Shore regional awards breakfast
  - Certified as a Fast Start instructor at Coldwell Banker's training program

## ADDITIONAL REAL ESTATE ACCOMPLISHMENTS

- Awards For Top Productivity & Sales Consistency
  - Top listing & selling agent for 1<sup>st</sup> 5 years as a new agent in the Coldwell Banker Deerfield office; consistently finished among the top 3 thereafter
  - Listed at least 1 property per month for 11 consecutive years (achieved by only 2 others out of 1000+ agents in the company)
  - Received multiple awards every year for top in sales, listings taken & relos with Coldwell Banker
  - Received Re/Max's elite 100% Award for Excellence in 1994 and 1995
- Special Real Estate Projects
  - Created & conducted buyer, seller & investor seminars in a cable tv studio using state-of-the-art audio & video equipment
  - Invited to speak to managers about recruiting at a convention for an Indiana Board of Realtors. The Association obtained my name from Terry Penza, CEO of the North Shore Board, who saw the large number of agents I had recruited
  - Wrote 2 columns monthly for 3 years as a ghost writer in a national real estate publication
  - Created a major charity event at a home on Lake Michigan, subsequently leading to the sale of the property, which had been on the market for 5 years
  - Interviewed by a local Chicago radio station about the real estate market in Highland Park (Copy of 15 minute Taped interview available)

## PREVIOUS PROFESSIONAL EXPERIENCE

- American Dental Association 1970 -1977  
Sales Promotion Manager
  - Wrote & edited copy for ads, brochures and sales letters for the A.D.A.
  - Attended national and state dental conventions, managing the booth for the A.D.A.
  - Recommended, created & edited the yearly “New Products Guide” for the A.D.A., a directory critiquing 100 of the newest products in the industry & sent to all graduating dental students

## EDUCATION

- University of Illinois in Champaign/Urbana 1966-1970
  - Graduated with a Bachelor’s Degree in Communications in top 10% of class majoring in advertising & communications with a minor in radio & TV
- Maine West High School in Des Plaines 1962 - 1966
  - Graduated in top 5% of class