

# Melisa Gallison

www.MelisaGallison.com

910.538.3889

## Career

- **Director, New Homes and Condominiums Sales & Marketing**, Intracoastal Realty Corporation, 2006 - present
- **Director of Business Development**, Prudential Carolina Real Estate/ Prudential Burroughs & Chapin Realty 2005 - 2006
- **New Homes Sales Manager**, Prudential Carolina Real Estate, 2004 - 2006
- **Builder Representative/On-Site Agent**, Prudential Carolina Real Estate, New Homes Division, December 2002-2006 (On-site/community sales work including Cambridge Heights at Johnson Farms, The Arbors at Johnson Farms, The Highlands, Carmel at Vineyard Green, Cane Bay at Beau Rivage, Henderson Parke, *121 Market*)
- **Builder Representative, Sales & Administration**, Town & Country Developers at Wilmington, Inc., 1999 to 2002
- **Real Estate Sales**, Ferraro & Associates Realty, Beverly Hills, California, 1994 - 1997

## Industry Recognition

- **2007 Sales Manager of the Year**, Wilmington Cape Fear Home Builders Association
- **2006 MAX! Marketing Achievement Excellence Award**, WCFHBA
- **2005 Top Listing Agent**, PCRE New Homes Division
- **2005 King Marshburn Team Player Award**, PCRE
- **2004 Cathy Clark Spirit Award** recipient, Wilmington Cape Fear Homebuilders Association
- **2003 Site Agent of the Year**, PCRE
- 2003, 2004, 2005 Multi-million dollar producer
- 2003, 2004 **Sales Performance Honorable Mention**, WCFHBA Sales & Marketing Council
- 2003, 2004, 2005, 2006 **Leading Edge Society**, Prudential Real Estate
- Top 15% of Prudential agents nationwide, 2005, 2006
- 2000-2006 Gold, Silver & Bronze monthly Sales Awards from WCFHBA Sales & Marketing Council

## Industry Involvement

- Active member Wilmington Cape Fear Home Builders Association and Sales & Marketing Council (SMC), 1999 to present
- Served on SMC Executive Committee, 2000 to 2006
- Chaired or Co-chaired at least one SMC committee every year, 2000-2006
- SMC Special Events committee Co-chair, 2000, 2001 and 2002, including New Homes Fair, Realtor Round-up & Silent Auction
- SMC Special Events committee Chair, 2003
- SMC Realtor Round-up Committee Chair, 2003
- SMC Silent Auction Co-chair, 2001, 2002 and 2003
- SMC Awards Committee and Programs Committee Chair, 2004
- SMC Education committee member 2004
- SMC “Breakfast with Santa” committee member, 2004
- SMC Awards committee member, 2005
- HBA Parade of Homes and Realtor Round-up community entry, (Site Agent) 2000, 2001, 2002, 2003, 2005
- HBA Parade of Homes and Neighborhoods on Parade, multiple entries (Sales Manager), 2007, 2008

### **Designations/Associations**

- Broker-in-Charge, 2006-present
- Broker, REALTOR®, member MLS
- CMP
- CSP and MCSP, Master Certified New Homes Sales Professional, designation *eCertified*
- Member, Wilmington Regional Association of Realtors, National Association of Realtors
- Member, Wilmington Cape Fear Home Builders Association and WCFHBA Sales & Marketing Council
- Member Greater Wilmington Chamber of Commerce, North Brunswick Chamber of Commerce

### **Community Involvement**

- Founded *The KARMA Fund*, 2007

- Greater Wilmington Chamber Foundation, Board member, 2007, Secretary 2008
- *Leadership Wilmington*, 2007 graduate, Greater Wilmington Chamber Foundation
- Hands on Wilmington 2007, Event Publicity Co-chair
- Carolina Canines For Service, Board member, 2006 – present
- CCFS, 2007 Chair, Bruce Cavanaugh Charity Raffle
- CCFS *Walk For Those Who Can't*, Volunteer, 2007, 2008
- Willie Stargell Charity Golf Event, Volunteer 2006, 2007
- *Community Animal Protection Team (CAPT)*, 2007-present
- WECT/ New Hanover Humane Society volunteer, Pet of the Week TV spot, 2003 to present
- Carousel Center, Local Legends Benefit, Volunteer Performer, 2007
- YWCA Purse & Passion, Table Host, 2006, 2007, 2008
- Downtown Wilmington, Inc., Vice Chair, 2008
- Downtown Wilmington, Inc., Table Host, 2004, 2005, 2006, 2007
- Board Member, Community Homeowners Association, 2003 to present
- Greater Wilmington Chamber of Commerce Annual Resource Campaign volunteer, 2001 to present, achieving Top Ten status in 2004, 2005, 2006, 2007
- Greater Wilmington Chamber of Commerce Annual Resource Campaign *Division Leader* 2008
- New Hanover County Emergency Management Committee/Volunteer, 2006-2007
- Gail Tice Memorial Foundation, Founding Member, 2005
- Gail Tice Memorial Foundation, Board of Advisors, 2005-2006
- GTMF Shamrock Gala 2006, Committee member
- Habitat for Humanity volunteer, Wilmington, 2004
- PawPrints magazine, celebrity guest interviewer, 2003 – 2005
- Delta Society Pet Partner training, 2006
- Animal Assisted Therapy, Animal Assisted Activity, R.E.A.D. Team Training certified by Carolina Canines, 2006
- Noah's Wish, Disaster relief volunteer, Slidell, Louisiana, 2005
- Noah's Wish, In-field Training, Savannah, Georgia, 2006
- New Hanover Humane Society, Board Member, Recording Secretary, Volunteer Coordinator, Shelter Volunteer and Newsletter Assistant Editor, 1999 – 2003

## **Education and Training**

- IRM I, IRM II, IRM III, IRM IV
- *Site Selection*, NC Realtors Land Institute/NAR, 2005
- *Marketing on a Shoe String Budget*, presented by SMC

- *Essential Closing Strategies*, presented by SMC
- *Increased Profits through Effective Builder-Broker Cooperation*, WCFHBA SMC
- *Marketing for Residential Design* (MFRD), presented by SMC
- Steve Woodruff's "*Consulting Sellers Successfully*"
- Charles Clarke *BOLT* classes, presented by WCFHBA SMC
- Prudential Real Estate National Convention (classes/seminars) 2004, 2005
- International Builders Show, Orlando, Florida, 2005
- Nicki Joy, Realtor Recharge 2005, presented by WRAR
- Danielle Kennedy Realtor Recharge 2006 presented by WRAR
- Tom Morris, motivational training

\*\*References provided upon request