



Alejandro Ng

Realtor

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SUMMARY

Licensed Realtor with more than four years guiding buyers and sellers through residential decisions across southeastern Wisconsin. Builds dependable lead pipelines through disciplined follow-up, referral networking, **open houses**, **internet lead generation**, and consultative conversations centered on client goals. Conducts buyer and **seller consultations**, comparative market analyses, property showings, listing presentations, offer negotiations, inspection coordination, and closing support. Uses CRM platforms, MLS systems, digital marketing tools, electronic transaction management, and **virtual meeting technology** for organized service and timely communication. Coaches newer agents, collaborates with lenders, inspectors, attorneys, title representatives, and cooperating agents, and contributes practical local-market insight. Ready to bring client care, sales discipline, networking energy, and self-directed business development to Lakeside Key Realty while helping more Wisconsin clients reach confident housing decisions.

EXPERIENCE

Senior Realtor

Harborview Residential Group 📅 May 2025 - Present 📍 Milwaukee, WI

Leads buyer and seller pipelines across Milwaukee-area neighborhoods, owns consultation and **negotiation** strategy, and coaches newer agents while protecting service quality and transaction momentum.

- Converted internet inquiries through CRM follow-up, creating structured consultations and new listing opportunities.
- Connected client priorities with comparative market analyses, supporting realistic pricing and confident decisions.
- Negotiated offers and inspection responses, keeping lenders, inspectors, attorneys, and title representatives aligned.
- Hosted targeted **open houses** with digital registration, generating actionable feedback for sellers and prospects.
- Maintained CRM and electronic transaction records, preventing missed follow-ups across active clients and listings.
- Coached newer agents on response habits, consultation preparation, market research, and client **communication**.

Realtor

Summit Door Realty 📅 January 2023 - April 2025 📍 Wauwatosa, WI

Guided first-time buyers, move-up households, and sellers through residential searches, listing preparation, negotiations, and **closing coordination** while building repeat and referral business.

- Guided first-time buyers through financing preparation, tours, offers, inspections, and closing milestones.
- Built CRM follow-up cadences for online inquiries and open-house visitors, sustaining prospect engagement.
- Prepared **seller consultations** with neighborhood comparisons, readiness recommendations, showing plans, and marketing calendars.
- Coordinated photographers, stagers, inspectors, lenders, title contacts, and cooperating agents across transactions.
- Used MLS research, comparable sales, absorption trends, and local knowledge to clarify market conditions.
- Earned repeat and referral opportunities through documented preferences, timely updates, and practical **negotiation** guidance.

Real Estate Sales Associate

Cedar Ridge Homes 📅 June 2022 - December 2022 📍 Brookfield, WI

STRENGTHS

- ♥ **Client Advocacy**
During difficult negotiations, translated competing priorities into clear choices. Clients gained confidence and stayed engaged.
- 📞 **Lead Follow-Up**
A consistent CRM rhythm kept online prospects moving. Open-house contacts received timely next steps, not generic messages.
- 📍 **Local Market Guidance**
Used neighborhood data and real conversations to explain pricing. Buyers and sellers received practical context for decisions.
- ✅ **Transaction Coordination**
Tracked inspections, appraisals, and closing dates across many parties. Colleagues relied on organized updates when deadlines tightened.
- 👥 **Collaborative Coaching**
Shared consultation habits and market research with newer agents. Peers frequently sought advice before challenging client meetings.

SKILLS

Lead Follow-Up

Client Consultations Open Houses

Listing Presentations

Offer Negotiation

Buyer Representation

Seller Representation

Comparative Market Analysis

Transaction Coordination

Local Market Research

CRM Platforms MLS Systems

Digital Marketing Networking

Time Management

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Realtor at Harborview Residential Group (1.3 Years)

● Realtor at Summit Door Realty (2.2 Years)

● Real Estate Sales Associate at Cedar Ridge Homes (6 Months)

Developed residential sales capability under experienced-agent guidance, supporting buyer consultations, internet lead response, open houses, market research, and transaction milestone tracking.

- Supported **buyer consultations**, property searches, showings, and post-tour follow-up under agent guidance.
- Responded to internet leads through phone, email, and CRM workflows, capturing needs and next actions.
- Assisted comparative market research by reviewing MLS data, property features, and neighborhood activity.
- Supported weekend **open houses** through preparation, visitor registration, buyer conversations, and feedback summaries.
- Tracked offer, inspection, appraisal, and closing milestones in **electronic transaction systems** for supervising agents.
- Applied Wisconsin real estate practices, ethical **communication**, **negotiation** preparation, and confidentiality standards during training.

PROJECTS

Milwaukee Internet Lead Conversion 📅 2025

Built a repeatable response and consultation workflow for online prospects, linking CRM tasks, segmented messaging, open-house registration, and timely client follow-up.

Southeastern Wisconsin Market Guide 📅 2024

Created a practical neighborhood research framework using MLS data, comparable sales, absorption trends, and local observations for buyer and seller consultations.

LEADERSHIP & AWARDS

- Harborview Residential Group Client Service Recognition, 2025
- Summit Door Realty Rising Producer Award, 2024
- University of Wisconsin–Whitewater Marketing Case Competition Finalist, 2021

EDUCATION

Bachelor's Degree in Marketing

University of Wisconsin–Whitewater 🎓 GPA: 3.7 📅 2021 📍 Whitewater, WI

Coursework: Consumer behavior, sales management, digital marketing, marketing analytics

CERTIFICATIONS

- Wisconsin Real Estate Salesperson License 📅 2022
- Real Estate Negotiation Expert (RENE) 📅 2024
- Google Digital Marketing & E-commerce Certificate 📅 2023

TECHNICAL SKILLS

- **Real Estate Sales:** Buyer representation, Seller representation, Listing presentations
- **Lead Generation:** Internet lead generation, Referral networking, Open-house registration
- **CRM Platforms:** CRM tasks, Segmented messaging, Prospect pipelines
- **MLS Systems:** MLS research, Comparable sales, Listing data
- **Market Analysis:** Comparative market analysis, Absorption trends, Neighborhood research
- **Transaction Systems:** Electronic transaction management, Document tracking, Milestone tracking
- **Negotiation Methods:** Offer negotiation, Inspection responses, Closing terms
- **Digital Marketing:** Digital marketing tools, Marketing calendars, Online inquiries
- **Client Communication:** Phone, Email, Virtual meetings
- **Open House Tools:** Property previews, Visitor registration, Listing feedback
- **Coordination Partners:** Lenders, Inspectors, Attorneys
- **Real Estate Compliance:** Wisconsin real estate practices, Ethical communication, Confidentiality

PROFESSIONAL AFFILIATIONS

- Milwaukee Area Real Estate Professionals Networking Committee, Volunteer Member, 2025 - Present
- Wisconsin REALTORS® Association Young Professionals Network, Member, 2023 - Present
- University of Wisconsin–Whitewater Marketing Club, Events Coordinator, 2020 - 2021

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST