



Alejandro Ng

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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 May 2025 - Present
Harborview Residential Group 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 January 2023 - April 2025
Summit Door Realty 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 June 2022 - December 2022
Cedar Ridge Homes Brookfield, WI

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

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

2021
Whitewater, WI

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

SKILLS

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|-------------------------|-------------------------------|----------------------------|---------------------|
| • Lead Follow-Up | • Offer Negotiation | • Transaction Coordination | • Digital Marketing |
| • Client Consultations | • Buyer Representation | • Local Market Research | • Networking |
| • Open Houses | • Seller Representation | • CRM Platforms | • Time Management |
| • Listing Presentations | • Comparative Market Analysis | • MLS Systems | |

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

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST