



JOHN E. WHETSEL

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1608 Metropolitan Circle, Suite A

Tallahassee, FL 32308

REAL ESTATE COACH

PROFILE

John E. Whetsel has specialized in Real Estate Marketing and sales for over 45 years. In 1968, as a sophomore at Valparaiso University, John started his real estate career working part time as a sales agent for the Boise Cascade Corporation in Crown Point, Indiana. Since then he has been a highly successful real estate salesman, manager, recruiter, and trainer

Intuitive leader skilled in operations, real estate development, advertising and promotion.

- Managed a 200-person sales force in 4 markets for the Ocean Pines development, Ocean City, Md, and oversaw a \$1,000,000 administration/marketing budget
- Directed the conversion of apartment units to 3,000 condominium sales in Chicago, Il for the Anvan Corporation in 3 years
- Developed and sold hundreds of condominium/apartments for limited partners/investors/banks

Astute business strategist whose economic value-added approach strengthens growth and enhances the bottom line.

- Took Killearn Properties, Inc from \$150,000 annual revenue to \$12 million in just 6 years
- Was awarded the start up business of the year by taking a failing company to the top of the market share in Tallahassee real estate sales Took over competing franchises and made the merger a profitable real estate company in less than a year
- Led the development on the extremely successful Callen Woods Subdivision of 36 single family homes from a converted mobile home park.
- Developed lead generation programs for various real estate organizations and builders
- Created marketing plans for 14 communities in the Panhandle of Florida



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PROFESSIONAL HISTORY

OWNER/REALTOR

Tallahassee, Florida (1986- present)

- Developed, managed, sold over 1 billion dollars of Tallahassee area real estate
- Held full responsibility for sales and marketing of Killearn Properties Holdings (Killearn Estates, Killearn Lakes, Golden Eagle Plantation, and Eagles Landing Atlanta, Ga)
- Developed Re/Max Realty North into the number one market share in Tallahassee
- Developed Century 21 First Realty into a profitable real estate organization with over 1000 sales per year.
- Created Home Team Realty as an effective team of eight members as a top sales organization for residential sales ranking in the top 1% to 5% for sales production annually
- Completed over 200 short sales for lenders and individuals.

OWNER/PARTNER

Group 100 Real Estate, Orlando Florida (1980-1986)

- Became managing partner of Real Estate Company and Development Company in Orlando, Florida
- Oversaw 25 million in new home sales per year; hired, trained and managed sales team
- Marketed and sold 31 Luxury zero lot line homes in Sweetwater Oaks development in Longford, FL

OWNER

John E. Whetsel & Associates, Oak Brook, Illinois (1975-1980)

- Became the largest marketer on multi-family housing in Chicago land area
- Successfully sold and converted 3,000 apartment complexes to condominiums in Illinois, Wisconsin, and Indiana
- Consulted with numerous banks and developers on liquidating distressed properties
- Created an advertising company to effectively market the numerous projects throughout the Chicagoland area

REAL ESTATE SALES

Boise Cascade Corporation, (1968-1974)

- Became top sales person in the first year of selling
- Managed a sales force of 200 agents in 4 different markets
- Became director of Sales
- Received numerous awards for sales performances and management excellence



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AWARDS/CITATIONS

Re/Max Real Estate Hall of Fame, Number One Realtor in Tallahassee Board of Realtors, Top 20 paid Realtors in the state of Florida for 5 years in commission earned, Real Estate Broker in four states, National Real Estate Certified Residential Specialist, and top 100 paid realtors in the nation for commission earned, Recipient of the Re/Max Hustle Award, Inductee Valparaiso University Athletic Hall Of Fame, Inductee Leon High School Football Hall of Fame, Head Basketball Coach Ocean City Marlins Community College, Recipient of the Tallahassee Chamber of Commerce Start Up Business of the Year Award, Appointed to the City of Tallahassee Affordable Housing Commission by Mayor John Marks, Appointed Chairman of the Leon County Enterprise Zone by the late County Commissioner Jane Sauls, Board of Directors of The Fellowship of Christian Athletes, Big Bend Hospice, Ronald McDonald House.

EDUCATION/ CERTIFICATIONS

- BS from Valparaiso University in Valparaiso, Indiana.
 - Certified Residential Specialist,
 - Licensed Florida Real Estate Salesperson,
 - Real Estate Broker in the states of Connecticut, Maryland, and Illinois.
 - Phi Delta Theta Fraternity.
 - All Indiana Collegiate Conference Football First Team,
 - All Indiana Collegiate Conference Baseball Second Team. Certified Teaching Certificate State of Indiana Secondary Education.
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