

DATE: November 18, 2015

TO: City Clerk

FROM: Representative Larry Romero

ADDRESS: 300 N. Campbell, District 2 TELEPHONE 915-212-0002

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of December 1, 2015

Appointment of Diana Marie Perez to the City Plan Commission by Representative Larry

Item should read as follows: Romero, District 2.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: City Plan Commission

NOMINATED BY: Representative Larry Romero DISTRICT: Two

NAME OF APPOINTEE Diana Marie Perez
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: ___ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: James M. Erickson

EXPIRATION DATE OF INCUMBENT: 12/02/16

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: _____
RESIGNED X
REMOVED _____

DATE OF APPOINTMENT: 12/01/15

TERM BEGINS ON : 12/01/15

EXPIRATION DATE OF NEW APPOINTEE: 12/02/16

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____

2nd TERM: _____

UNEXPIRED TERM: XX

DIANA MARIE PEREZ

Dear Hiring Professional:

Please consider this letter of introduction as an expression of my interest in exploring and identifying career opportunities with your organization as a Sales Representative. My résumé is enclosed for your review and consideration.

As shown on my résumé, my background includes over 20 years of client management experience, where I have developed exceptional and proven skills in new business development and marketing. My ability to generate revenues, develop solid business relationships, and provide top-notch client services and satisfaction, is well recognized. This experience is complemented by outstanding business acumen and demonstrated success in exceeding strategic business initiatives. During this period, I have effectively managed relationships between diverse client bases, provided on-going client education, and made significant contributions to the achievement of business objectives and bottom-line revenues.

In the past, I have provided leadership in maintaining standards of account management and customer service, implementing a process driven, customer oriented philosophy that embodies leadership, individual responsibility, and continuous improvement of client satisfaction and positive outcomes; a quality that will characterize value to medical professionals.

In addition to my professional experience outlined above, I build easy rapport with both existing and prospective clients and am quick to identify their needs, positioning me to effectively market solutions that work. Persistent and detail-oriented, you will also find that I am skilled at negotiating and closing deals. With thorough follow-through, I have earned the appreciation of satisfied clients who have rewarded me with additional business and solid referrals. These skills and traits have served me well in the past, allowing me to make significant contributions to the achievement of business objectives and bottom-line revenues. With a solid record of accomplishment behind me, I am confident I can do the same for you.

Although practical in nature, my résumé simply cannot convey the level of energy and enthusiasm I bring to new challenges. Confident I can be valued as a vital member of your team, I would welcome an opportunity to speak with you to discuss your needs and the ways in which I can contribute. In the interim, thank you for your attention, kind consideration, and forthcoming response.

Sincerely,

Diana Marie Perez

Enclosure

DIANA MARIE PEREZ

PROFESSIONAL SUMMARY

Results-driven Real Estate Sales Professional, with a solid background in demanding client based environments, seeking to utilize advanced interpersonal skills and strong account management experience to effectively promote business products and services. Present a positive, professional attitude that thrives on new challenges and hard work with strong analytical, problem solving and decision-making skills.

KEY STRENGTHS

Industry Knowledge – Solid knowledge of sales techniques, excellent presentation skills, and ability to professionally manage and identify opportunities to instruct and educate others into making profitable decisions.

Communication – Articulate and persuasive communicator, able to effectively convey complex, technical information into easily understood and meaningful terms. Strong interpersonal and communication skills.

Results-Oriented – Proven ability to establish and achieve personal and team goals through persistence, follow through, attention to detail, and focus on results.

Relationship Management – Expertise in building successful value-based relationships using influencing, advisory, and acquisition skills. Establish a solid client pipeline through referrals and focused efforts to create awareness and preference.

Problem Solving – Superior problem solving skills, combined with excellent analysis and strategic planning abilities. Resolve customer issues to achieve customer satisfaction levels that enable further sales and account growth.

*Bilingual with Articulate fluency in English and Spanish
Proficient in Microsoft Office*

EDUCATION

Coursework toward degree in Business Administration
University of Texas at El Paso, El Paso, Texas

Realtors License
El Paso Real Estate Academy, El Paso, Texas

PROFESSIONAL EXPERIENCE

COLDWELL BANKER
Sales Associate

1998-Present
El Paso, Texas

Multi-Million Dollar Producer. Proactively serve as client's trusted advisor utilizing my experience in all areas of the Real Estate industry to uncover and deliver solutions to meet their key objectives with *personalized solutions* to finding homes that fit with clients needs.

- Call on potential and existing customers, builders, and developers to develop new business offering a variety of home packages and taking a proactive approach of preparing all prospective customer proposals, identifying needs and effectively carrying out all stages of planning and implementation.
- Interview applicants to develop information concerning their needs, desires, and earnings to assist in determining whether loan will be an acceptable risk: obtain and analyze pertinent financial and credit data.
- Accompanied prospects to property sites; quoted purchase price, described property features, and discussed conditions of sales.
- Study property listings and pursue generated property leads, acting in an advisory capacity to customers on matters pertaining to real estate, mortgage lending, and credit; outsourcing to other companies as needed keeping informed of new trends and developments in the local real estate market and changing rules and regulations.

PROFESSIONAL EXPERIENCE**COLDWELL BANKER (Continued...)**

- Arrange for the appraisal of residential properties and reviews appraisals to ensure compliance with the terms of each loan.
- Coordinate with Mortgage Loan Processors and Underwriters to ensure loans are being processed, approved, and closed in a timely manner.
- Deal directly with clients and others associated with the process to ensure that all activities are executed accurately and in a timely manner to achieve satisfaction levels that create referrals for future business.

**PEREZ AND COMPANY
Realtor/Business Manager****1986-1998
El Paso, Texas**

Oversaw aspects of business operations, and managed advertising, staffing, training, general accounting, and marketing efforts with an emphasis on new business development and customer relations. Proactively serve as client's trusted advisor to deliver *personalized solutions* to help them find homes and commercial properties that fit their needs.

- Helped run family owned business, working closely with and developing profitable relationships with area developers, area businesses, and residential customers.
- Utilized keen problem solving techniques in identifying plausible solutions for client referrals, meeting and exceeding the client requirement by establishing rapport, developing credibility, and building confidence in our services.
- Met with clients and business professionals to go over paperwork and mortgage information to ensure all requirements were met prior to providing services; prepared all necessary documentation and pre-qualifications.
- Provided the most current information pertaining to mortgage lending and provided guidance to prospective borrowers who had problems qualifying for traditional loans.
- Determined the most appropriate type of loan for a particular customer and explained specific requirements and restrictions associated with the loan.
- Worked daily with customers influencing their buying and investing habits to drive sales through the effective execution of our selling model and third party support programs.
- Kept track of relationships by doing pre-call planning and tracking and analyzing the outcomes of courtesy and cold calls.

MEMBERSHIPS/ACCOMPLISHMENTS

**Member of US Army Mover Advantage Program,
Certified for Relocation Designation**

Chair of Grievance Committee – 2006

Co-Chair of Grievance Committee – 2005