

ROBERT JEROME

Senior Sales Leader | Real Estate Executive | Sales Psychology Expert
South Florida | 954-994-4144 | RobertScottJerome@gmail.com

PROFESSIONAL SUMMARY

Senior real estate and sales executive with 25+ years of experience driving revenue, recruiting elite talent, and building high-performing sales organizations. Proven top recruiter, top listing agent, and elite sales coach with deep expertise in sales psychology, behavioral influence, and leadership development. Accomplished public speaker with audiences up to 7,000. Expert in consultative selling, negotiation, and client engagement. Seeking senior sales or revenue leadership role with significant upside.

CORE COMPETENCIES

Sales Leadership • Revenue Growth • High-Ticket Sales • Recruiting & Talent Acquisition • Sales Coaching & Training • Sales Psychology • Negotiation • Objection Handling • CRM • Public Speaking • Team Building • Performance Management • Business Development

EXPERIENCE

Managing Director / Operating Partner – Luxury Real Estate
ICON Realty (Vice President) | Coral Springs, FL | 2021–2025

- Led full operations of a high-performing luxury brokerage in partnership with a top Florida broker
- Recruited, developed, and coached high-producing agents; built a scalable sales organization
- Managed multi-million-dollar luxury listings and high-net-worth clientele
- Drove revenue through advanced sales psychology, negotiation, and relationship-based selling

Sales & Leadership Coach

Keller Williams Realty (Director of Sales) | Orlando, FL | 2016–2021

- Delivered sales and leadership coaching across all performance levels
- Designed training programs focused on mindset, communication mastery, and closing strategies
- Improved results through goal setting, accountability systems, and performance tracking
- Known for building confidence, clarity, and consistency in sales professionals

Vice President – Recruiting & Talent Development

EXIT Realty | Orlando, FL | 2011–2016

- Recruited and onboarded high-performing agents and leadership candidates
- Implemented behavioral and motivational assessment strategies to identify top talent
- Built scalable recruiting systems that increased productivity and retention
- Mentored agents into leadership and top-producer roles

Senior Real Estate Sales Leader / Top Listing Agent

EXIT Realty | Coral Springs, FL | 2001–2011

- Consistently ranked as a top-producing listing agent
- Closed complex, high-value transactions using consultative selling and negotiation
- Leveraged sales psychology, body language, and tonal control to influence decisions
- Built long-term client relationships generating repeat and referral business