

# Tracey O'Brien

## GOALS ARE MEANT TO BE ACHIEVED!

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### Professional Summary

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#### STRENGTHS:

- Provide customer service excellence and urgency to customers, prospects and team.
- Strong leadership and expertise in financial background in banking and property management careers accompanied with high energy performance in all aspects of position.
- My positive attitude is displayed both personally and professionally while achieving daily goals.
- Self-driven leader
- Team Motivator
- Lease ups
- Market Rate Housing
- Affordable Housing; LIHTC, Section 8, tenant and project based.
- Business Development
- Negotiations
- Financial Budgeting
- I have eight years of extensive experience managing new luxury builds as well as existing properties from Multi-Site, 55+ Communities, Market and Affordable, Project based / Tenant Based Housing, Senior Housing with HUD, PHA, SEB Housing, Mass Housing and Rhode Island Housing
- My extensive property management software program experience includes YARI, YARDI VOYAGER, RENT CAFE Site Manager, REAL PAGE / OneSite, CRM; Salesforce, Entrata Property Management, Statement of Deposit Accounts, Storage Management, Sales Programs, Financial Budgeting, Variance Reports, Monthly Accruals, Recertifications, Capital Projects Comparative Market Analysis, Market Surveys and Vendor Management.
- My top priority is people, sales and financial acumen.
- My success in business is giving my 110% to get the job done.
- I'm 24/7 in business.

## Work Experience

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### **REALTOR**

**Tracey O'Brien REALTOR** | Fairhaven, MA

April 2018 to Present

Achieving high sales in real estate;  
residential, commercial and mixed use.

My clients are my number one priority in making their real estate dreams a reality.

Prospective cold calling, social media, business networking on a consistent daily basis.

Adhering to Massachusetts State Law including compliance policies and procedures.

Extensive knowledge of real estate market WSJ prime and MLS.

Strict attention to detail regarding all P&S agreements and contracts.

Administration assistant work.

Recruiting, training of new hires, presentations, extensive social media, lead generation via internet, inside and outside sales.

Real Estate Market Analysis

Property Appraisal

Finance

Buyer & Seller Needs Assessment

Lead generation

Cold calling

KV Core Platform

MLS

Microsoft Outlook, Word and Excel

## **Property Manager**

**The Simon Companies** | Newport, RI

April 2025 to March 2026

Managing an all affordable property.

Proudly leading my team consisting of an Assistant Property Manager, Maintenance Supervisor and Maintenance Technician.

Submit weekly monthly and quarterly reports to include occupancy rates, availability, renewals, delinquencies, capital projects, resident events, work orders, etc.

Month end reports, Utility Allowance reports, Variance reports and Budget Summary.

My clients, my team and sales are my number one priority.

- Achieving occupancy and monthly recertifications in a timely manner.
- Delivering customer service excellence at all times.
- Completing new move ins and monthly recertifications of residents.
- 24/7
- Achieving financial objectives by collecting rents, paying invoices and financial budgeting.
- Constant communication with office and maintenance team to perform daily duties of unit turns, inspections, MOR/INSPIRE Preparedness, resident assistance, cleanliness of the property and work orders.
- Completing all invoices, processing FAS, final account statements for move outs
- Proficient in OneSite / REAL PAGE software program.
- Calculation of new applicant eligibility and resident recertifications. Creation of lease documents and understanding of resident and property policies and procedures.
- Maintain client retention.

Adhering to compliance policies and procedures.

Extensive experience of leasing contracts, unit addendums, pet policy.

Strict attention to detail in all aspects of property management.

Administration assistant work.

Recruiting, training of new hires, lead generation via waitlist and Newport Housing.

Reporting to Area Property Manager and Director of Management .

ONESITE / REALPAGE

Sharepoint

AIRM

HUD

ADA

CRA

RAFT

Rent Cafe

Monthly online Trainings

Weekly Safety Training

Lead generation and follow ups

Delinquency Reports

Resident court

Lease Renewals

Inspections

Unit Turns

Lease Agreements

Affordable Housing, Section 8

## **Floating Community Manager**

**Jones Street Residential** | Fall River, MA

August 2024 to March 2025

Managing multi-site properties.

Leading renewals of three properties with achieving highest renewal rate retention for residents.

Submit weekly reports to include occupancy rates, availability, renewals, capital projects, resident events, work orders, etc.

My clients, my team and sales are my number one priority.

- Achieving high sales in lease renewals.
- Delivering customer service excellence at all times.
- Overseeing renewals of 404 units and property needs of a market rate community.
- 24/7 social media advertising and assisting potential prospects to bring in business.
- All potential clients had my cell phone number.
- Achieving financial objectives by collecting rents, paying bills.
- Maintenance communication with team to perform daily duties of cleanliness of the property and work orders.
- Completing all invoices and paid within a timely manner weekly, processing final account statements for move ins.
- Proficient in Yardi computer application program.
- Creation of lease documents and understanding of resident and property policies and procedures.
- Maintain client retention.

Adhering to compliance policies and procedures.

Extensive experience of leasing contracts, garage unit addendums, pet policy, market surveys.

Strict attention to detail in all aspects of property management.

Administration assistant work.

Recruiting, training of new hires, lead generation via internet, inside and outside sales.

On call.

Reporting to Vice President

YARDI

Sharepoint

AIRM

HUD

ADA

CRA

RAFT

Rent Cafe

Lead generation and follow ups

Delinquency Reports

Lease Renewals

Inspections

Unit Turns

Lease Agreements

Market, Section 8 and 40B housing

Tours; In person, FaceTime

Rent Collection

Lease Violations

Work orders

## **Assistant Property Manager**

**John Flatley Company / The Christine Apartments** | East Providence, RI

May 2023 to August 2024

Achieving high sales on a new luxury build.

Fulfilling occupancy of market priced units.

My clients, my team and sales are my number one priority.

Extensive experience of YARDI, VOYAGER, RENT CAFE Site Manager, WORD, MICROSOFT OUTLOOK, PLATINUM SALTO SYSTEM, WORLD PET REGISTRY SYSTEM

Prospective cold calling, marketing, social media platforms, business networking on a consistent daily basis.

Adhering to compliance policies and procedures.

Extensive experience of leasing contracts, garage unit addendums, pet policy, market surveys, social share, customer reviews and work orders, etc.

Strict attention to detail in all aspects of property management.

Administration assistant work.

Recruiting, training of new hires, lead generation via internet, inside and outside sales.

On call.

Reporting to Property Manager, corporate and owner.

YARDI

Rent Cafe

Lead generation and follow ups

Delinquency Reports

World Pet Registry

Lease Renewals

Inspections

Unit Turns

Lease Agreements

Platinum Salto System

Tours; In person, FaceTime

Video tours of property

Rent Collection

Lease Violation

Work orders

Resolution of resident issues

Resident events

Move ins

RLL

Garage units

Market Surveys

Marketing on social media platforms; Facebook, Facebook Marketplace, Instagram, Craigslist, etc.

Microsoft Outlook, Word and Excel

## **General Manager**

**Asset Living Property Management - Dwell85** | Bridgewater, MA

August 2022 to April 2023

Achieving high sales on 2021 new luxury build.

Shared occupancy furnished units with luxury living.

My clients, my team and sales are my number one priority.

Budgeting, financial month end reporting, delinquency reports, payroll, vendor contracts, reporting to ownership, Entrata lease program are some of my daily, weekly, and monthly responsibilities.

Work with SEB Housing for Affordable units and RAFT for new residents as well as current in delinquency.

Prospective cold calling, marketing, social media platforms, business networking on a consistent daily basis.

Adhering to compliance policies and procedures.

Extensive knowledge of leasing contracts, addendums, pet policy, vendor contracts, market surveys, social share, customer reviews and work orders, etc.

Strict attention to detail in all aspects of property management.

Administration assistant work.

Recruiting, training of new hires, lead generation via internet, inside and outside sales.

On call.

Reporting to Regional Manager, SVP and Ownership.

Invoicing

Delinquency Reports

Recertifications

Lease Renewals

MOR

Inspections

Unit Turns

Lease Agreements

Market and Affordable Housing

HUD

Recertifications

Section 8

MA Housing

SEB Housing

RAFT

Resident Aged Receivables

DOMO

Sharepoint

Pre-Lease to Lease Reporting

Vendor Contracts

Recruiting

Hiring

Payroll

Marketing on social media platforms; Facebook, Facebook Marketplace, Instagram, Craigslist, etc.

Quickbooks, Microsoft Outlook, Word and Excel

Real Page, Yardi and Entrata programs

## **Multi-Site Property Manager**

**Phoenix Property Management** | Portsmouth, RI

March 2022 to August 2022

Multi Site Property; Anthony House and Quaker Estates

My clients, my team and sales are my number one priority.

Budgeting, financial month end reporting, delinquency reports, payroll, vendor contracts, reporting to owner and Vice President are my daily, weekly, and monthly responsibilities.

Real Page / OneSite Management system.

Work with RI Housing for Affordable units and RAFT for new residents as well as current in delinquency.

Prospective cold calling, marketing, social media platforms, business networking on a consistent daily basis.

Adhering to compliance policies and procedures.

Extensive knowledge of leasing contracts, addendums, pet policy, vendor contracts, market surveys, social share, customer reviews and work orders, etc.

Strict attention to detail in all aspects of property management.

Administration assistant work.

Recruiting, training of new hires, lead generation via internet, inside and outside sales.

On call.

ONESITE

Boston Page

Invoicing

Delinquency Reports

Recertifications

Lease Renewals

MOR

REAC

Inspections

Unit Turns

Lease Agreements

Market and Affordable Housing

HUD

HAP

EIV

Section 8

RI Housing

RAFT

Resident Aged Receivables

Sharepoint

Pre-Lease to Lease Reporting

Vendor Contracts

Marketing on social media platforms; Facebook, Facebook Marketplace, Instagram, Craigslist, etc.

Quickbooks, Microsoft Outlook, Word and Excel

Real Page / OneSite Management System

## **Promoted to Senior Leasing Consultant**

**Claremont Corporation, Viva Lakeshore** | Bridgewater, MA

May 2020 to February 2022

I was promoted to Viva Lakeshore located in Bridgewater by my President, 300 units of high end luxury living after leasing up Amelia Luxury Apartments as Property Manager located in South Dartmouth, MA.

My clients, my team and sales are my number one priority.

New Luxury Build

Lease Up

- Achieving high leasing goals.
- Perform all job responsibilities in property management.
- Resolve residents' concerns and issues pertaining to residence.
- Process ongoing maintenance work orders.
- Market Rate Housing
- YARDI
- Experienced in affordable housing, Section 8 and RAFT assistance.
- Delivering customer service excellence at all times.
- Leased 310 unit lease up with team at a record high in the company for Viva Lakeshore.
- Proficient in Yardi system software
- Leased up high end luxury rental property 55 and over community at Amelia Apartments in its entirety during high Covid time.
- 24/7 social media advertising and assisting potential prospects to bring in business.
- All potential clients had my cell phone number.
- Achieving financial objectives by collecting rents, paying bills.
- Maintenance communication with team to perform daily duties of cleanliness of the property and work orders.
- Completing all invoices and paid within a timely manner weekly, processing final account statements for move ins.
- Process Market rent applications.
- Fielding leads on a 24/7 basis, scheduling live tours, video tours, leasing sight unseen.
- Creation of lease documents and understanding of resident and property policies and procedures.
- Maintain client retention.
- Participate in networking events to promote the company.
- Solely performed leasing for affiliate property at Hampton Inn, Fairhaven, MA. Hotel rooms were leased as temporary housing during the off season months of the year to generate revenue. Term contracts were seven to eight months pending hotel room availability.

## **Property Manager**

**Claremont Corporation, Amelia Luxury Apartments** | South Dartmouth, MA

May 2020 to December 2020

I was in charge of lease up for the brand new luxury living community Amelia Luxury Apartments, 55+ Community.

Personally responsible for leasing building in six months time.

My president then promoted me to lease up the newest 310 unit luxury rental community located in Bridgewater, MA.

My clients, my team and sales are my number one priority.

- Achieving high sales in lease up.
- Delivering customer service excellence at all times.
- Overseeing the lease up and property needs of a market rate community with 55 units.
- YARDI
- 24/7 social media advertising and assisting potential prospects to bring in business.
- All potential clients had my cell phone number.
- Achieving financial objectives by collecting rents, paying bills.
- Maintenance communication with team to perform daily duties of cleanliness of the property and work orders.
- Completing all invoices and paid within a timely manner weekly, processing final account statements for move ins.
- Proficient in Yardi computer application program.
- Creation of lease documents and understanding of resident and property policies and procedures.
- Maintain client retention.

## **Assistant Vice President, Branch Manager**

**BankFive** | Fairhaven, MA

March 2011 to April 2018

Achieving high sales in banking.

Top branch 2017 bank wide for highest deposit sales and loan growth in Fairhaven, MA

Provide # 1 customer service excellence to our customers.

After completing my one year in my new position, I brought branch to achieve our sales goals and increased customer deposit growth by \$1.8 million along with my team for year ending 2014.

Fairhaven Branch ranked #1 in increased customer deposit growth bank wide for 2014.

Network 24/7 to bring in business by completing business visits, attending local community and business events.

Execute strong business plan to achieve sales goals set forth for the branch.

Report to Senior Management monthly with action plans, sales strategies and branch marketing ideas.

Promote a positive team environment within the leadership role.

Meet and exceed branch and individual achievement of high performance sales goals.

Consistently cross sell bank products, Infinite and mortgage referrals.

Processing loans; auto, personal, mortgage, home equities, from open to close.

Daily balancing of vault and ATM adhering to branch cash limits.

Refer business loans to Commercial Services Officer.

Assist team by achieving their own goals set forth in attaining monthly, quarterly and annual sales goals.

Monthly Reports: Branch Security Report, Branch Schedules, Cash Drawer Audits, Teller Outages,

Branch Cash Usage, Refer A Friend and CRA

ADP, Payroll

Ensure security procedures and risk assessment guidelines are being adhered to.

Maintain compliance regulations at all times with team.

Retain customer and business relationships as branch retention.

Implement strong business decisions regarding all aspects of job duties.

Business Continuity Plan: Branch Meetings / One on Ones / Product Knowledge / Coaching and BVS

Fast Five Profile Documents completed for new and existing customers.

CRA Event Planner / Participant: Actively network with chamber and community events.

Recruiting, training of new hires, presentations, extensive social media, lead generation via internet, inside and outside sales.

## Assistant Branch Manager

Webster Bank | New Bedford, MA

July 2006 to March 2011

- Provide # 1 customer service excellence to our customers.
- Meet and exceed branch and individual achievement of high performance sales goals.
- Consistently cross sell bank products and Webster Investment referrals.
- Promote a positive team environment within the leadership role.
- Responsible for operations department regarding cash procedures.
- Train new hires and maintain compliance regulations at all times.
- Implement strong business decisions regarding all aspects of job duties.
- Retain customer and business relationships as branch retention.
- Actively network with chamber and community events.
- Assist branch manager by implementing business plan for monthly, quarterly and annual sales goals.
- Ensure security procedures and risk assessment guidelines are being adhered to.
- Oversee daily branch functions.
- Create branch work schedules for employees.

## Education

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### Upper secondary education

### Training program

**Finance (Graduate from New England School For Financial Studies at Babson College)**

## Skills

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Sales management General management Section 8 Property rent collection Outlook Customer service Retail sales Analysis skills Property management Sales pipeline Accounting Kitchen experience Outbound sales Writing skills Staff training Payroll B2B sales Microsoft Outlook Team building Deal closing Law office Team training Microsoft Word Marketing Office record organization Microsoft Office Yardi Profit & loss Outside Sales Financial report interpretation Property management company experience Call center management Property supervision Database management Fair Housing regulations Schedule management Maintenance management Business Continuity Planning LIHTC Office management QuickBooks Phone etiquette Organizational skills Business development Communication skills Business Development Lease or rental agreement management Microsoft Excel Front desk Supervising experience Contracts Rent payment plan negotiation Quality inspection Client communication management Managing teams in a customer support role Attention to detail Property management tools Business continuity planning Cold calling Sales Client services Manager experience Staff supervision Training Teamwork Upselling Driving Microsoft Powerpoint Event Planning Empathy Cold Calling Fundraising Appointment scheduling Leadership Outside sales SharePoint Performance management Conflict management Salesforce Outbound Sales Negotiation Time management Budgeting CRM system proficiency Guest relations Word Vendor management Pricing Powerpoint Account management Regulatory compliance CRM software Computer operation Team management Store management Cash handling

Hospitality management Sales negotiation Excel Multifamily properties Sales lead qualification  
Presentation skills Recruiting Closing sales Analytical thinking Administrative experience  
Training & development Data-driven decision making Team motivation (leadership skill) Financial  
management Computer skills Financial services CRM Project management Typing Record  
keeping Rent late fee assessment Merchandising Hospitality Proofreading Hotel experience  
Customer retention Cash register Operations management Residential construction Inside  
Sales Property leasing Assistant manager experience Management Inside sales Sales strategy  
Mentoring

## Languages

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English

## Awards

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### Top Branch BankFive Fairhaven

July 2017

Top Branch 2017 Bankwide based on mid year to date goal for achieving highest deposit growth and loan growth for 2017!

### BankFive Five Star Employee Recognition Award

February 2014

## Certifications and Licenses

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### Driver's License

### SouthCoast Chamber Customer Service Award 2015

### Real Estate License

October 2018 to October 2024

### Notary Public

January 2016 to January 2023

### Graduate from New England School For Financial Studies at Babson College

January 2014 to May 2015

Graduate from NESFS two year program at Babson College.

## Groups

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### One SouthCoast Chamber Member and Ambassador

January 2009 to Present

## Additional Information

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Authorized to work in the US for any employer

In closing;

Should you have interest in hiring a go getter that takes great pride in spearheading goals, please contact me at (508) 813-6099.

Respectfully,

Tracey O'Brien