

BERNARD BELL

Plano, Texas | 954-588-8484 | Sunnyrealty.bb@gmail.com

REAL ESTATE & RELATIONSHIP MANAGEMENT PROFESSIONAL

Results-driven business development and client relationship professional with 17+ years of commercial and residential real estate experience and over \$150M in transaction volume. Proven ability to originate new business, manage complex transactions, cultivate long-term client relationships, and deliver tailored solutions in fast-paced environments. Experienced collaborating with lenders, investors, builders, developers, and cross-functional stakeholders to execute high-value transactions from inception through closing. Strong background in pipeline management, negotiations, market analysis, and client advisory.

PROFESSIONAL EXPERIENCE

MARK SPAIN REAL ESTATE - DALLAS, TX - SENIOR LISTING CONSULTANT / BUSINESS DEVELOPMENT ADVISOR

2025 – Present

- Generated more than \$5M in residential real estate sales through strategic client consultations, relationship management, and disciplined pipeline execution.
 - Recognized as Top Producer for March and April 2026 based on listing conversion performance, client engagement, and production results.
 - Conduct in-home client consultations to evaluate residential properties, assess market positioning, and recommend customized selling strategies aligned with client goals and market conditions.
 - Manage a high-volume appointment pipeline consisting of pre-qualified seller opportunities generated through corporate marketing and lead generation initiatives.
 - Present comparative market analyses, pricing strategies, and transaction solutions to prospective clients, consistently converting opportunities into signed listing agreements.
 - Build trust-based relationships with homeowners through consultative sales techniques, financial discussions, and solution-oriented advisory services.
 - Maintain disciplined follow-up, CRM management, and pipeline tracking to exceed monthly production goals and deliver exceptional client experiences.
-

SKYLINE REALTY — Dallas, TX

Commercial & Residential Real Estate Advisor

2020 – 2025

- Generated and closed more than \$35M in residential and commercial real estate transactions through strategic prospecting, relationship management, and referral partnerships.
 - Managed full transaction lifecycle from business origination through closing while coordinating with lenders, title companies, attorneys, inspectors, and clients.
 - Built and maintained long-term relationships with investors, developers, builders, and high-net-worth clients by delivering customized market solutions and exceptional client service.
 - Conducted market analysis, pricing evaluations, and investment-related discussions to support client decision-making and maximize transaction value.
 - Maintained active sales pipeline and client activity through CRM systems while consistently exceeding production and client satisfaction goals.
 - Negotiated contracts and resolved transactional challenges while balancing client objectives, timelines, and risk considerations.
 - Collaborated across multiple stakeholders to ensure seamless transaction execution and positive client experiences.
-

SOTHEBY'S INTERNATIONAL REALTY — Miami, FL

Luxury Real Estate Advisor

2009 – 2020

- Produced more than \$115M in luxury real estate sales by cultivating relationships with affluent clients, investors, referral partners, and industry professionals.
- Specialized in high-value transactions averaging \$1M+ requiring sophisticated negotiation, financial discussions, and transaction management expertise.
- Managed all phases of transactions including prospecting, client consultation, contract negotiation, due diligence coordination, and closing execution.
- Leveraged digital marketing strategies, networking initiatives, and relationship-based business development to increase client acquisition and referral business.
- Advised clients on market trends, pricing strategies, and investment opportunities using local market intelligence and competitive analysis.

- Consistently exceeded sales expectations through disciplined calling efforts, responsiveness, and client-focused service delivery.
 - Utilized CRM platforms and reporting tools to manage pipeline activity, client communications, and transaction milestones.
-

CORE COMPETENCIES

Relationship Management • Business Development • Commercial Real Estate • Client Advisory • Pipeline Management • Contract Negotiation • Market Analysis • Transaction Management • Risk Awareness • Cross-Functional Collaboration • Salesforce & CRM Systems • Microsoft Excel, Word & PowerPoint • Strategic Prospecting • Investor & Builder Relations

EDUCATION

Broward Community College — Fort Lauderdale, FL

Associate Degree in Computer Science

LICENSES & CERTIFICATIONS

- Texas Real Estate License
 - Florida Real Estate License
-

ADDITIONAL QUALIFICATIONS

- Fluent in Russian
- Strong knowledge of Texas and Florida real estate markets
- Experienced working with investors, builders, developers, and luxury clientele
- Active community networker with strong relationship-building capabilities

LEADERSHIP & PERSONAL ACHIEVEMENTS

- Competitive semi-professional cyclist with extensive experience competing in high-performance endurance events.
- 2024 Texas State Cycling Champion, demonstrating discipline, consistency, resilience, and goal-oriented performance under pressure.