

# ROBERT V. WOLAN

**Senior Sales Management** Professional with **25+ Years** Driving Revenue Growth, Retail, Market Development, and High-Performance Team Leadership Across Real Estate, HVAC, and Home Improvement Industries

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## CAREER SUMMARY

**Sales Management Professional** with over 25 years of experience driving **revenue growth**, building **strategic partnerships**, and leading high-performing teams across **real estate, HVAC, roofing, franchise development, and retail sectors**. Ranked **Top 5 nationally among 700 business intermediaries** while consistently **closing deals exceeding \$3MM annually for four consecutive years**. **Founded and scaled a premier golf retail center** to over **\$2MM in annual revenues**, directing all aspects of operations including **marketing, financial management, and team development**. Successfully navigated evolving market landscapes, from leading a team of 40 Account Executives during the 2008 financial crisis, negotiating with major lenders including **JP Morgan Chase, Wells Fargo, Bank of America, and Citi Bank** to secure favorable outcomes for clients.

As a **Licensed Real Estate Agent** with deep expertise in **property management, real estate investments, and full-cycle transactions**, brings a unique combination of sales leadership, market development, and client relationship skills. Prepared to leverage extensive experience in territory development, sales team leadership, and revenue growth to contribute significantly to organizational success.

## AREAS OF EXPERTISE/SOFTWARE EXPOSURE INCLUDE:

- **Core Competencies:** Business Development & Sales Strategy | Territory Management & Development | Revenue Growth & Market Expansion | Client Relationship Management | Team Leadership & Training | Real Estate Transactions & Property Management | Contract Negotiation & Vendor Management | Financial Planning & P&L Oversight | Go-To-Market Strategy Development | Franchise Development & Consulting
- **Sales & Business Development:** Expertise prospecting, lead generation, and pipeline management across residential and commercial markets, consistently building relationships with decision makers to drive repeat business and referrals.
- **Territory Development & Management:** Demonstrated success in developing and expanding market territories across multiple industries including real estate, HVAC, roofing, and franchise sectors. Skilled in market analysis, competitive positioning, and strategic planning.
- **Technical & CRM Proficiency:** Skilled in leveraging CRM platforms including Salesforce for lead tracking, pipeline management, and client relationship management. Proficient in Microsoft Office Suite and financial modeling.
- **Industries:** Retail | Business Brokerage | Real Estate | HVAC | Roofing | Home Improvement | Franchise Development
- **Specialties:** Residential Sales | Commercial Real Estate | Property Management | Real Estate Investments | Loan Modifications | Business Sales & Acquisitions

## KEY ACCOMPLISHMENTS:

- **National Sales Performance Recognition:** Ranked Top 5 nationally among 700 business intermediaries, demonstrating exceptional sales performance and client relationship management that consistently outperformed industry benchmarks.
- **Consistent Revenue Achievement:** Closed deals exceeding \$3MM annually for four consecutive years in business brokerage, establishing a track record of sustained high-level performance in competitive market conditions.
- **Entrepreneurial Success:** Founded and scaled Airport Golf to over \$2MM in annual revenues, building a premier golf retail center from startup while directing all aspects of operations, marketing, and team development.

## PROFESSIONAL WORK EXPERIENCE

**Senior Business Development Manager** | Planet Roofing | Fort Lauderdale, FL

**Dec 2021 – Present**

- Consult with residential clients on comprehensive roofing solutions, guiding them through material selection, project planning, and full lifecycle management including permits and inspections
- Developed and refined proposal strategies and presentation materials that effectively communicate value and secure new business opportunities in competitive residential markets
- Train and mentor sales team members on objection handling techniques and client engagement strategies, improving team performance and conversion rates
- Assist clients in navigating financing options through Renew, Home Run Financing, and Ygrene programs, making roofing projects accessible and affordable for a broader range of homeowners

**Senior Sales Development Manager** | HVAC Building Solutions | Fort Lauderdale, FL

**Jun 2019 – Present**

- Present comprehensive HVAC system options to residential clients, highlighting energy-efficient solutions from industry-leading brands including Trane, Goodman, Rheem, and Carrier
- Create detailed proposals and financing plans using PACE Funding programs, making energy-efficient upgrades accessible to homeowners across various budget levels

- Manage permitting processes and coordinate with local authorities to ensure full compliance with regulatory requirements throughout the project lifecycle
- Conduct post-installation site visits to verify quality, compliance, and client satisfaction, maintaining high standards for every completed project
- Educate clients on long-term energy savings and system benefits, helping them make informed decisions aligned with their comfort needs and financial objectives

**Property Manager / Real Estate Agent | Horizon Homes | Miramar, FL**

**2009 – Present**

- Oversee service agreements, vendor contracts, and maintenance operations for a portfolio of residential properties, ensuring tenant satisfaction and full lease compliance
- Conduct comprehensive market research to identify trends, competitive positioning opportunities, and strategies for effective marketing and property positioning
- Manage full-cycle real estate transactions including escrow, title, financing coordination, and home staging to maximize property value and client outcomes
- Built and maintained a portfolio of 8 residential properties, handling tenant relations, lease negotiations, and ongoing property maintenance
- Develop and execute marketing strategies that attract qualified buyers and tenants in competitive market conditions across residential real estate markets

**Director of Franchise Development | VR Business Sales, Mergers & Acquisitions | Fort Lauderdale, FL**

**2011 – 2013**

- Led franchise development initiatives across Quick-Serve, Home Restoration, and Retail sectors, identifying opportunities and pursuing territorial expansion strategies
- Built strategic relationships with franchisees, partners, and industry stakeholders, delivering tailored proposals and presentations that addressed specific needs and objectives
- Developed go-to-market strategies and networking programs that drove franchise growth and improved market penetration across targeted territories
- Collaborated with executive leadership to identify target markets and develop expansion plans aligned with organizational objectives and growth targets

**Business Owner / Author / Call Center Manager | The Home Rescue Book | Miramar, FL**

**2008 – 2009**

- Authored a comprehensive guide for homeowners on loan modification strategies during the economic recession, providing practical advice for navigating financial hardship
- Founded and managed a loan modification business, building and leading a team of 40 Account Executives serving clients across the country during a challenging economic period
- Negotiated with major lenders including JP Morgan Chase, Wells Fargo, Bank of America, and Citi Bank to secure favorable outcomes for clients facing foreclosure
- Developed sales training programs and operational processes that enabled team members to effectively advocate for clients in financial distress

**Business Broker / Intermediary | Business Intermediary | Fort Lauderdale, FL**

**2004 – 2008**

- Ranked Top 5 nationally among 700 business intermediaries, consistently delivering exceptional sales performance and client results across competitive business brokerage markets
- Closed deals exceeding \$3MM annually for four consecutive years, establishing a proven track record of success in business sales and acquisitions
- Managed hiring, training, and operational oversight for a team of 8 intermediaries, developing talent and implementing processes that drove consistent team performance
- Built and maintained relationships with business owners, buyers, and investors, facilitating successful transactions that met the objectives of all parties involved

## OTHER PROFESSIONAL WORK EXPERIENCE

**Owner / General Manager | Airport Golf | Miami, FL**

**1993 – 2004**

## EDUCATION HISTORY | CERTIFICATIONS

- **Miami Dade College** | Associate of Arts (A.A.), Business Administration **1982 - 1984**
  - Activities: Member of MDCC Golf Team 1982-1984
- **Gold Coast Real Estate School** | Licensed Realtor, Real Estate **2004 - 2005**