

James Spencer Yarborough

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Professional Summary

Sales-Driven Professional | Franchise & Real Estate Expertise | Trade Show & Brand Promotion Leader

Results-oriented sales professional with over 20 years of experience in business development, retail strategy, real estate, and product promotion. Proven ability to drive growth through client relationship management, team leadership, and event coordination. Known for bringing energy, initiative, and creativity to every project—whether managing properties, selling homes, or representing major brands at national events.

Professional Experience

Real Estate Agent - Sellstate Superior Realty - Oxford, FL (April 2019 - Present)

- Deliver superior customer service to residential and commercial buyers, sellers, and investors.
- Cultivate loyalty and integrity in client relationships.
- Stay informed on housing market trends, including new construction, existing communities, and distressed sales.
- Provide honest advice and recommendations to clients.

**Owner - Charlie Graingers Franchise Restaurant - Melbourne, FL
(December 2016 - October 2018)**

- Launched and operated three franchise locations across Brevard County within three years.
- Managed vendor relationships, inventory, hiring, training, and financial operations.
- Optimized profit margins by negotiating product costs and controlling COGS.
- Developed catering services and enhanced online presence to boost sales.
- Coordinated special events while upholding high daily service standards.

Certified Franchise Consultant - Go Franchise - Melbourne, FL (January 2016 - December 2016)

- **Advised clients on business ownership opportunities with over 350 franchises.**
- **Presented franchise analysis and coordinated financing support for clients.**
- **Provided tailored guidance to match client goals with suitable franchise options.**

Sales Counselor - New Home Sales - Melbourne, FL (September 2012 - December 2015)

- **Promoted and sold custom homes and town homes for a regional builder.**
- **Generated leads through referrals and networking.**
- **Delivered compelling sales presentations and exceeded targets through follow-ups.**

Real Estate Agent / Portfolio Manager - Sell Florida Homes, Inc. - Ocala, FL (April 2007 - July 2012)

- **Managed 17 residential and commercial properties, including leasing and tenant relations.**
- **Directed property maintenance and marketing strategies to sustain high occupancy.**
- **Assisted clients with credit challenges through investor partnerships.**

Operations Manager / Sales Manager - American Rod Manufacturers, Inc. - Miami, FL (November 1992 - October 2006)

- **Oversaw sales and financials for a \$3.8M custom fishing rod manufacturer.**
- **Expanded retail/wholesale presence and represented the brand at national trade shows.**
- **Served as media spokesperson for print and television advertisements.**

Education

**Bachelor of Science in Sports and Recreation Management,
Florida International University - Miami, FL (1990 - 1992)**

Associate of Arts,

Central Florida Community College - Ocala, FL (1985 - 1987)

Skills

Sales & Business: Business Development, Contract Negotiation, Account Management, Sales Strategy

Operations & Leadership: P&L Management, Inventory Control, Team Leadership, Franchise Operations

Marketing & Promotion: Event Planning, Brand Representation, Product Demonstration, Trade Show Coordination

Certifications

U.S.C.G. Licensed Captain – Master Inland (1994–2015, Inactive)

TWIC – Transportation Worker Identification Credential (2009–2017)

Real Estate License (April 2007 – Current)

Certified Franchise Consultant - Florida Training (2015)

Affiliations

Lake Weir Yacht Club Member (2019 – Present)

Lead organizer for the annual “Light Up Lake Weir” Christmas Boat Parade. Secured sponsorships, coordinated advertising, and raised funds for the community and local food banks.

Links

Go Franchise – Franchise Consulting Profile: <http://www.gofranchise.com>

Real Estate Website – The Villages, FL:

<https://www.topthevillagesfloridahomes.com>