
LaDonna Terrell

Licensed Real Estate Broker | Property Manager
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Objective

Experienced property manager and real estate broker with over 20 years in residential property management and traditional real estate sales. I specialize in multifamily communities, single-family homes, and property sales. Proficient in overseeing property operations, enhancing tenant relations, coordinating work orders, and driving successful sales. I am eager to leverage my extensive experience to drive exceptional results.

Key Skills

- **Property Management Software:** Buildium
 - **Maintenance Management:** Work orders, preventative maintenance, and vendor coordination
 - **Tenant Relations:** Positive communication via phone, email, and online portals
 - **Budgeting & Financial Management:** Oversight of work order budgets and contractor billing
 - **Vendor & Contractor Management:** Contract negotiation, schedule management, and performance tracking
 - **Inspection Coordination:** Pre-move, move-in/move-out, and city inspections
 - **Staff Leadership & Training:** Leading teams and ensuring efficient operations
 - **Operational Cost Reduction:** Streamlining processes and improving service delivery
 - **Real Estate Sales & Listings:** Traditional sales, client relations, market analysis, and negotiations
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Professional Experience

Eastside Real Estate Services, LLC

Licensed Real Estate Broker / Property Manager | Regional Director of Property Management
October 2012 – August 2024

- Managed a diverse portfolio of 1,500 multifamily units and single-family homes, overseeing maintenance and vendor contracts to ensure tenant satisfaction and timely completion of work orders.

- Coordinated preventative maintenance programs and developed a master list for recurring work orders, improving service consistency across properties.
- Supervised contractor performance, reviewed invoices, and ensured work orders were completed accurately, on time, and within budget.
- Developed and implemented strategies that reduced operational costs by 15%, including streamlining maintenance procedures and renegotiating vendor contracts.
- Built and maintained positive relationships with tenants, improving communication and retention rates through proactive problem-solving and maintenance follow-ups.
- Oversaw and managed Section 8 inspections and tenant paperwork, ensuring compliance with housing authority requirements and proper work order documentation.
- Tracked work order metrics, providing detailed reports on completion rates and resident satisfaction, ensuring continuous service improvement.
- Managed property budgets, ensuring expenditures on work orders and vendor services aligned with financial goals.
- Ensured compliance with Fair Housing laws and industry regulations, maintaining proper documentation for inspections and tenant-related transactions.

Eastside Real Estate Services, LLC

Real Estate Broker – Traditional Sales & Listing Properties

October 2000 – September 2012

- Specialized in listing and selling residential properties, including single-family homes and condominiums, ensuring successful transactions for buyers and sellers.
- Conducted comprehensive market analysis to determine appropriate pricing strategies for listings and facilitated the negotiation process between buyers and sellers.
- Managed all aspects of property marketing, including staging homes, creating listings, conducting open houses, and promoting properties through multiple channels.
- Provided clients with detailed market insights, guiding them through the buying and selling process with expert advice on pricing, negotiations, and contracts.
- Maintained a strong client base by delivering exceptional customer service, resulting in high rates of repeat business and referrals.
- Led contract negotiations, ensuring that all terms were favorable and in line with legal requirements and client goals.
- Fostered strong relationships with lenders, inspectors, and other real estate professionals to ensure smooth transactions and close deals efficiently.
- Ensured that all documentation, including contracts, disclosures, and closing paperwork, was completed accurately and filed on time.

Eastside Real Estate Services, LLC

Real Estate Broker – Traditional Sales & Listing Properties

August 2024 – Present

- Returned to managing traditional sales of residential properties and listings after a focused career in property management.
- Specialize in developing tailored marketing strategies to attract qualified buyers and sellers, ensuring effective and timely transactions.

- Provide clients with real-time market data and trends to inform their buying and selling decisions, ensuring a competitive advantage in the market.
 - Coordinate home inspections, negotiations, and closing processes, ensuring each step is executed precisely and professionally.
 - Continue to build a strong network of potential buyers and sellers, consistently leveraging relationships to maximize sales.
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Certifications

- **Licensed Real Estate Broker** – State of Michigan
 - **COS (Certified Occupancy Specialist)**
 - **Realcomp MLS** – Advanced User
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Additional Information

- Over 20 years of experience in property management, residential real estate sales, and listing properties to be sold.
 - Strong focus on tenant relations, sales performance, property marketing, and contract negotiation.
 - Proven ability to reduce costs, increase revenue, and drive performance across property management and real estate sales.
 - Experienced using property management software such as Buildium for work order tracking, vendor management, and tenant communications.
 - I am skilled in market analysis, client communication, and building strong relationships within the real estate industry.
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References Available Upon Request