

Jennifer Forgenie

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Professional Summary

A highly motivated Real Estate Sales Representative with over 15 years of experience in selling New and Resale Homes, including extensive expertise in Low, Mid, and Highrise properties. Known for achieving and exceeding sales targets through strong client relationships, exceptional customer service, and effective project coordination. Committed to continuous learning and staying informed about market trends to provide clients with the best possible guidance and support.

Core Competencies

Customer Service | Sales Target Achievement | Client Relationship Management | Low, Mid, and Highrise Property Sales | Market Analysis & Competitive Intelligence | Mediating & Negotiating | Project Coordination | Customer Service Excellence | New Home Sales | Condominium Ownership | Sales Reporting & Analytics | Marketing Collaboration |

Technology includes: Microsoft Office, Microsoft Teams, DocuSign, Adobe Acrobat, Zoom, TREB, OMBREB, Salesforce, CINC, Google Workspace

Professional Experience

Sales Representative

Search Realty Corp. Brokerage

2022 - present

- Delivering the highest level of customer service by guiding clients through the purchase and sale of residential and condominium homes. Coordinating the many facets of the buying and selling process
- Managing client profiles, needs, communications, interactions and activities successfully through CRM system

Senior Sales Representative

Ashley Oaks Homes Inc./Ashley Group of Companies, Mississauga, ON

2005- 2022

- Successfully managed the sales lifecycle for new homes and condominium properties, including negotiating and writing Purchase and Sale Agreements.
- Achieved and surpassed sales targets by building long-term relationships with potential homebuyers and maintaining strong broker relationships
- Monitored sales activities and generated weekly reports, contributing to data-driven decision-making and strategic planning.
- Engaged in prospecting activities and developed a robust pipeline of qualified leads, compliant with FINTRAC regulations.
- Participated in special marketing events to enhance brand visibility and showcase property offerings.
- Conducted competitive analyses to stay ahead of market trends and provided insights to the Sales Manager.
- Analyze, research, and qualify buyers for builder's financing; implement risk management processes
- Present and communicate a wide variety of floor plans, property features, model homes, surrounding areas, and community information to future buyers
- Prepare sales presentations and marketing materials
- Track and update client databases, research listings, input listings into MLS, accompany buyers during showings and inspections, provide comparable properties to financial appraisers
- Provided expert guidance to clients on exterior and interior color and design selections, ensuring high satisfaction rates
- Manage the day-to-day operations of a sales office effectively and professionally with minimal supervision
- Complete daily follow-up calls to the registration and agent database
- Experienced in office preparation and implementation of new site releases and upcoming projects
- Attend social events to promote, present, and market the builder and project to surrounding communities

- Collaborate with Head Office, Legal, Construction, Financial Institutions and Customer Care Departments to deliver the best client experience
- Implemented a marketing plan for repeat purchasers and referrals, resulting in 25% repeat clients

Senior Sales Representative

2009 - 2017

Ashley Oaks Emporium Condominium/Ashley Group of Companies, Oakville, ON

- Spearheaded the sales efforts for two condominium towers and townhomes, exceeding sales targets and driving customer satisfaction
- Sold a 25-month Rent to Own program, resulting in clients owning their unit at the end of the lease term
- Managed client communication throughout the project lifecycle, ensuring transparency and timely updates on construction progress.
- Showed model suites, amenities, common areas, lockers, and underground parking to prospective buyers
- Present and communicate a wide variety of floor plans, property features, condominium documents and declaration, surrounding areas and community information
- Décor Center specialist for all units and condo towns; providing expert advice on selection of interior finishes and upgrades
- Collaborated with the Property Manager to optimize parking allocations and lease unsold inventory, enhancing revenue streams.

Project Coordinator | IBM and Nortel Networks Global Business Teams

2001-2005

Maritz Canada (now Bond Brand Loyalty), Mississauga, ON

- Trained global partners on IBM business software, driving client engagement and repeat business.
- Maximized customer satisfaction by resolving partner issues and inquiries regarding program and revenue reporting.
- Project point of contact for Europe and Asia locations
- Organized team-building activities to enhance team morale and productivity, contributing to a cohesive and high-performing work environment.

Past Employment

Sales Coordinator & Front Desk Agent

Delta Meadowvale Resort & Conference Center

Education

Excellence in Condominium Management Condominium Management Regulatory Association of Ontario	2023
Certificate, Canadian Employee Relocation Specialist (CERS) Canadian Employee Relocation Council, Centennial College, ON	2019
Licensed Realtor-Residential Real Estate Ontario Real Estate Association College, ON	2007
Diploma, Travel and Tourism, Sheridan College, ON	2000

Volunteer

Halton Catholic District School Board 2013 - present

- Assisted in organizing school events and activities, promoting a positive and engaging environment for students.