

GARY PEIS

Account Executive | B2B SaaS & PropTech Sales

(416) 875-1595 • garypeisrealty@gmail.com • Vaughan, ON, Canada

Mortgage Agent Level 2 • Real Estate Broker • Active STR Operator (3 Properties)

PROFESSIONAL SUMMARY

Results-driven sales professional with 15+ years of full-cycle deal experience across real estate, private mortgage lending, and short-term rental operations. Proven track record of high-velocity pipeline conversion, consultative discovery, and closing complex multi-stakeholder deals. Brings direct operator experience in the industries he sells into — including active management of three short-term rental properties and originating private mortgage deals up to \$1M+. Also experienced in digital marketing, funnel building, landing page creation, and CRM setup and automation using platforms such as GoHighLevel, HubSpot, and Salesforce. Fluent in HubSpot, Salesforce, and HighLevel CRMs. Trilingual: English, Russian, and Hebrew.

CORE COMPETENCIES

Full-Cycle B2B Sales • Consultative Discovery & Demo • Pipeline Management (70%+ Qualification Rate) • Deal Structuring & Negotiation • CRM: HubSpot • Salesforce • HighLevel • CINC • Digital Marketing & Funnel Building • Landing Page Creation • Short-Term Rental Operations • Real Estate & Private Lending • Inbound/Outbound Lead Conversion • Multi-Stakeholder Closing • Client Onboarding & Retention

PROFESSIONAL EXPERIENCE

Real Estate Broker | Sutton Group Admiral Realty | 2021 – Present

- Advise investors and homeowners on acquisition strategy, market positioning, and financing — managing complex, multi-party transactions with competing timelines and stakeholder priorities.
- Leverage a professional network of 200+ agents, investors, and lenders to generate consistent inbound referral pipeline with no paid advertising spend.
- Negotiate transactions spanning property sales, mortgage financing, and renovation coordination — building deal-management discipline transferable to enterprise software sales.

Mortgage Agent — Level 2 | Lendworth Financial | 2023 – Present

- Originate and structure private and alternative mortgage deals up to \$1M+, managing the full sales cycle from initial inquiry through underwriting to funded close.
- Maintain an active pipeline of 40+ inbound and referral leads with a consistent 70%+ qualification-to-submission rate using Salesforce and HighLevel CRM workflows.
- Conduct structured discovery conversations with borrowers, investors, and lenders to match financing needs with the right capital solutions — directly applicable to SaaS solution selling.
- Build long-term client relationships through transparent communication and reliable follow-through, generating strong repeat and referral business.

Short-Term Rental Operator & Property Manager | Self-Operated — Toronto, ON | 2021 – Present

- Manage and operate three active short-term rental properties on Airbnb, overseeing all aspects of multi-property hosting, guest experience, and revenue performance.
- Optimize occupancy and revenue through dynamic pricing, seasonal rate strategy, competitor benchmarking, and continuous listing improvements — maintaining consistently high review ratings.
- Handle end-to-end operations: guest communication, booking management, cleaning coordination, maintenance scheduling, and quality control between stays.
- Scaled from one to three properties by applying data-driven decision-making and operational systems — demonstrating the same entrepreneurial discipline expected of top-performing AEs.

Mortgage Agent | Mortgage Outlet — Toronto, ON | Jul 2020 – Mar 2023

- Generated and converted inbound and outbound leads for residential and commercial mortgage products across Ontario.
- Maintained high call volume with consistent lead qualification, pipeline hygiene, and CRM documentation — building disciplined sales activity habits.

Realtor | Forest Hill Real Estate — Vaughan, ON | Dec 2016 – Jan 2021

- Managed a full book of residential and investment property clients from first contact through closing, advising on market value, negotiation strategy, and financing structures.
- Built client base from cold prospecting: door knocking, cold calling, digital marketing, and open house events — high-volume outbound experience directly relevant to B2B SaaS pipeline generation.

Mobile Sales Representative | HomeLife/Bayview Realty — Vaughan, ON | Sep 2011 – Dec 2016

- Conducted competitive market analysis and benchmark pricing for clients, optimizing listing strategy and reducing time-to-close.
- Earned Emerald Award for Outstanding Performance (2013) — top percentile of agents in the office.

Sales Representative | *American Express* — *Toronto, ON* | Jun 2006 – Aug 2011

- Managed high-volume inbound and outbound sales across credit and financial products, consistently exceeding monthly revenue targets in a metric-tracked environment.
- Recognized in Top 10 Nationally for Gross Commission (2010) — proven ability to perform at the top of a large, competitive sales organization.
- Cross-sold and upsold financial products to existing clients, developing consultative selling instincts and needs-based discovery skills foundational to SaaS selling.

EDUCATION & CERTIFICATIONS

- 7th Level NEPQ Sales Training 3.0 (Neuro-Emotional Persuasion Questioning) | Nov 2022
- Real Estate Mortgage Investment Conduit (REMIC), Toronto, ON | Jul 2020
- Ontario Real Estate College, Toronto, ON | 2010 – 2012

Additional: Real Estate as a Professional Career · Land Structures & Real Estate Trading · Real Estate Transaction (General, Residential & Commercial) · Real Property Law · Principles of Appraisals · Principles of Property Management

TECHNOLOGY

CRMs & Tools: HubSpot • Salesforce • HighLevel (GoHighLevel) • CINC • Airbnb Host Platform • Dynamic Pricing Tools
• Funnel & Landing Page Builders