

# RAHEEM WYNE

*Project Marketing Specialist*

*Realtor, Coach, RERA Certified Tier 3, CPM, CIPS, PMP*

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## Career Summary

A Graduate with over 13 years of exclusive experience in Real estate with strategic marketing management and

Core business development expertise accumulated in leading companies, I can unleash your business potential into top Selling businesses because I have profitably tapped potential markets to achieve brand leadership and aggressive sales Growth targets for diversified business portfolios in hyper-competitive real estate markets. I also have social marketing Experience gained in the development field.

My work experience covers a wide spectrum of multi task assignments from optimizing the marketing tools to synergizing corporate resources, achieving rapid market penetration, building and measuring brand equity, plus coaching and building top-performing sales teams. Cross-functionally, I have teamed up with core functional areas such as finance, production, human resources, distribution and customer services to effectively bridge communication barriers in order to fully integrate and align strategic supply chain partners with marketing, sales and production teams to single-mindedly focus on creating and fulfilling the customer demand.

## Achievements

- Trained & Coached **100+** Real estate Professionals with mostly non-real estate background.
- Had formed strong network of real estate agents in Dubai (**800 + Agents**)
- Top sales Person for the Year 2013. (**1.3 Million AED**) in Brokerage only.
- Created concepts of **RE Funnel**, making the complete process of brokerage in seven easy steps.
- Had created and introduced fantastic techniques on pricing, negotiating and closing the deals.
- Handled more than **45 Million AED** portfolio for private Investors in personal capacity.
- Advisor To *Corporate Companies* with over **600 Million AED** assets in real estate.
- Had performed outstandingly on
  - *Project Sales*
  - *Project Marketing*
  - *Development Consultancy*
  - *Commercial Sales and lease (Including Retail and Malls)*
  - *Residential project sales at both ready and off-plan stage*
  - *ROI focused with in-depth analysis*
  - *Concept Design from inception, execution till handover stage.*

Successfully completed **SIX** major projects in over three different countries as of today.

Details are as follows

Sr.no	Country	City	Project Name	Project Value	Services	Year
1	UAE	Dubai	Executive Tower G	400 Million AED	Project Marketing & Sales	2012-2013
2	UAE	Dubai	Executive Tower C	450 Million AED	Project Marketing & Sales	2013-2014
3	UAE	Dubai	Sakura Residence	130 Million AED	Project-Marketing, Dev-Consultancy, Off Plan sales	2014-2015
4	Bahrain	Bahrain	Safeer Residence	25 Million BHD	Project Sales Off Plan	2015-2016
5	Oman	Muscat	Al-Busaidi-Business Center	11 Million OMR	Ready Project Lease	Sep-16- till Feb -17
6	Pakistan	Lahore	Boulevard 57	3.250 Billion PKR	Project Marketing & Commercial Leasing	Mar 2017 – Dec-17

## Expertise

- **Development Consultancy** from **ROI, Marketing, Financing, Selling**, and **handover** prospective.
- **Best Negotiator**
- **Research, Design, Initiate, Manage, Sustain, Complete and Exit.** *If its real estate, Think Done!*
- Extensive experience in **Project Marketing, Image Building, Developing Market Share, Sales “From Off-Plan Inception to Handover Stage, And Re-selling.**
- Proven capabilities in real estate **Brokerage** and **Development** business.
- Fantastic **Team building** skills, **trainer, coach** and **delivery oriented.**
- **Self-starter**, as well as **Team player.**
- Generating new revenue lines, with out of the box thinking.
- Strong **analytical** skills and **networking** skills.
- Excellent skills on transforming companies in to **brands.**
- Generating **Super Loyal customers** rather than customers.
- Can design **fascinating campaigns** for marketing.

## Certifications & Memberships

- CIPS Certified International Property Specialist 2014.
- NAR: Member of NAR (National Association of Realtors USA)
- CPM: Certified Property Management (CPM 2014)
- PMP: Project Management Professional (PMP 2013 -2014)
- RERA: Certified (Real Estate Regulatory Agency). (DUBAI) Tier 3

## Specialties

- Collaborative Team Player
- Chief Negotiator
- Effective Communicator
- Innovator
- Trainer & Coach
- Problem Solver
- Interpersonal
- Facilitator
- Effective Team Builder, with Star Preforming Sales Team

## Education

Graduation: Bachelor of Arts – University of Punjab Lahore- Pakistan

## Work Experience

### PAK-ARAB Housing Scheme, Lahore, Pakistan

**May 18- May 19**

*Head of Sales, Marketing, Land Acquisitions*

**Services:** *Restructuring of the project, and acquiring new lands to enhance the revenue. Re-activation of sales process, and laying off liability.*

**Role:**

- *Had addressed 24 Billion Sales Register.*
- *Waived off Liability 3.5 Billion PKR. In Record 4 Months time.*
- *Developed Schemes, to generate revenue for the company.*
- *Successfully laid off liability and had aggressively worked on reputation management for the company.*
- *Had delivered more than 85% of the sales register.*
- *Had performed Both financial and Deliverable Audit for the company.*
- *Had resolved issues of more than 5800 Customers personally by providing instant solutions to their problems in record 4 months time.*
- *Had established buy back schemes which benefited the company at max.*
- *The rest can be cross checked.*

### Zaitoon Group (New Lahore City) Lahore, Pakistan

**Jan-18 – April -18**

*Head of JV - Investments*

**Services:** *Finding JV Projects within the city and in different cities, Making Feasibilities for new projects, and giving financial projections to the group for most lucrative projects.*

**Role:**

To find new JV projects within the city and negotiating best terms with the land owners was part of my role within the company, within 3 months of time, I had filtered out some 37 properties within the city available for JV, had negotiated terms with the owners, and had successfully signed up and recommended three projects to the company.

### Art vision Pvt Ltd (Kohat Cement Subsidiary) Lahore, Pakistan

**Mar 2017- Dec-17**

*Head of Sales & Marketing*

**Project:** *Boulevard 57, located Main Boulevard Gulberg Lahore.*

*(Off-Plan)*

**Services:** *Project Marketing, Designing Marketing Campaign, Executing, Brand Building, Commercial Lease, Research & ROI.*

**Role:**

*To oversee this 3,250 Million PKR Entertainment Center, Boulevard 57 is at its structural completion stage, since I took over the charge and was looking for Brands to sign up as tenants, the marketing campaign has been designed, developed, and executed by myself, the leasing process is soon to start, had established principals to ensure project success. Had developed and ensured the right product mix to establish brand loyalty within the market.*

*Project consist of Food Square, with 29 Brands to Sign up related with food industry. E.g. Mc-Donald's, Pizza Hut, Etc. An 8 Screen Multiplex Cinema with over 1200 Seats.*

*A Roof top- Wellness Hub designed for pampering all genders all class.*

## Louiza Trading L.L.C Muscat, Oman

Sep 2016- Feb-2017

Director Leasing & Sales Real estate Division

A Part from creating the real estate division for the company, which includes designing the division from **Scratch**, Planning ROI, creating policies, and establishing procedures, winning projects for businesses, identifying opportunities and addressing them, was reporting directly to CEO had completed the below mentioned project successfully.

**Project:** Muhammad Al-Busaidi Commercial Complex, Behind Oman Oil.

(Ready)

Located Opposite Palace Al Barakah, Sultan Qaboos highway, Muscat Oman.

**Services:** Commercial Lease, Research & ROI. Development Consultancy,

**Role:**

To lease this 3000 SQ Meter commercial building, with retail on the ground floor, a 1000 SQM Basement, and offices on First level. The building was a huge challenge due to its location, and was being vacant since 20 Months the day since it Was completed, Seven Real estate companies had tried before to lease it but none of them were successful.

Had accepted this as my first task in Muscat, Oman and had delivered outstandingly within two months, leased out more than 80% of the leasable space.

Had provided consultancy for development of new project including ROI calculation.

**Major Achievement:** Turning 400 OMR Generating Project in to 7800 OMR in less than 60 Days.

## Rexade Homes Real Estate (U.A.E)

Aug- 2014 Till Sep- 2016

Director Investments & Sales

*“Had built it from Scratch”*

A fantastic venture of Real Estate Brokerage Company. From budgeting until operations, and from sales until leasing and property management divisions. I had created, operated, hired and trained, placed and design the complete brokerage process to automate the system of a usual brokerage company, had designed the hierarchy of all the separate divisions and had achieved fantastic levels of team performances, excelled team management skills and had performed in all the aspects of real estate brokerage business in this period.

From writing, the training manuals, till contract amendments and from creating the SOP's for the businesses, created the policies & procedures, designed the complete brokerage system online to indicate performance indicators and to experience real time performance of the business.

**Project:** Sakura Residence

(Off Plan)

Located International City Phase 3, Dubai, UAE.

**Services:** Development Consultancy, Off-Plan Sale, Research & ROI. Project Marketing.

**Role:**

REXADE, which stands from **Real Estate, eXchange and trADE**. From naming this company, until running its day-to-day operations, REXADE literally taught me survival in toughest markets.

Stress management, Mess Handling, Competition, policy making, and making your next move to win projects.

REXADE made me Pro in negotiations, coaching, and Performance Management, I learnt to establish hierarchy, hiring teams, train coaching and leading them.

Revenue focused with meeting high targets in given deadlines.

Creating professional office environments, establishing Code-of ethics, and Leading by example, motivating by delivering, coaching through brain storming, are only few to mention. There is a lot to tell!

### **Major Achievement:**

- Created Real Estate **Funnel** (Seven Step Real Estate Brokerage Process). (SOP)
- Created **PREBRO** (Perfect Real Estate Brokerage **RO**bot) (An Online CRM System for Brokerage)
- **45 Million AED** Private portfolio with complete control over funds.
- Established a B Category Brokerage company with **over 34 Agents** under direct supervision.
- Had secured more than **700 Million AED** projects for selling both off-plan and ready, on exclusive basis.
- Established remarkable **Sales Policies**, and **commission structures** to ensure the best out of the team.
- Found the “**key to success**” through establishing the SYSTEM within the company to achieve optimum level of success.
- Created **800+ Networking** agents.
- Established connections with **200+** Projects.
- Established international network in **Pakistan, Bahrain, Qatar, and Saudi Arabia** along with few **European** countries.

### **PRD Nationwide Middle East Real Estate LLC (U.A.E)**

**Jun-2012 till July- 2014**

***From Senior Sales Consultant to Senior Sales Manager***

*“The Golden Era”*

The PRD Nationwide ME Company is a Subsidiary of PRD NOVUS Group, an Australian based Real estate Company with over 350 Real estate Brokerage offices throughout Australia.

This company was the third largest company of Dubai with maximum units under its own management, 10,000 +.

The company manages over 53 high-rise towers both residential and commercial type units, and over 400 units in each of the tower, had added significant value to the company’s image within the market.

Joined this company as a Senior Sales Consultant in mid-2012 as the first hire in the property division, I had contributed much to establish the SOP’s for creating favorable environments for business.

Was promoted after repeatedly meeting the quarter sales target for consecutively three quarters, the board got no other choice but to promote me on Senior Sales Manager for my extra workaholic personality and top performance, I had gained extensive knowledge of property Management, Real estate investments, Project Sales, and Project Marketing during my service within the company.

Leading by example I built my first own team in this period with 17 sales associates being hired, trained, and managed by myself.

Had gained, Best employee of the month and Top Sales person of the Year award for 2013.

**Project:** *Executive Tower G & Executive Tower C*  
*Located Business Bay, Dubai, UAE.*

*(Ready)*

**Services:** Residential Sale, Project Marketing.

**Role:**

PRD nationwide was selected as 4 of the Exclusive companies to sell those 170 units in each tower with the lowest unit starting from 2 Million AED and reaching up to 10 million for pent houses, the project was a high-end luxury building owned by FIRST GULF Bank.

Representing as the Major agent from PRD nationwide we had outperformed all the competitors in the first two week of soft launch, with reserving more than 53 units in 14 days, it was a moment never to be forgotten. Conquered Better homes, Cluttons and Chesterton's with over 426 working agents in Better Homes only.

**Ajwa Real Estate, Dubai (U.A.E)**

**Jan-2011 till Jun- 2012**

*Sales Consultant*

The first company I had joined after my relocation from Pakistan to Dubai, since the dynamics of the real estate brokerage process is same all around the world, with a slight difference of regulations and property Laws; I was able to close my first leasing deal on the 14th day of my work.

With extensive experience gained in Pakistan during my real estate career, I polished my skills of qualifying the buyers, & sellers negotiating the brokerage fee, and how to become a deal closer.

Soon after getting hands on experience on leasing, I started doing Sales, and was able to close my First Sale deal after six Months. Had studied the Market deeply, and within my first year of job I become an expert of top two free Hold communities of Dubai, i.e. JLT & Marina.

**Al Jabbar Corp (Real Estate Developer- Islamabad-Pakistan)**

**Jan-2010 till Dec- 2012**

*Director Investments*

Al-Jabbar Corp is a Multi-Million Real Estate Company, where i had served as Director Investments. Generated landmark sales revenues through cohesive team performance and strategic marketing implementation. Streamlined the supply chain process in addition, complaint-handling procedures for customer-sensitive remedial action. Development of feasibility reports, business plans, communication with high net worth companies/individuals, communication and retaining of Investors, negotiations in deal closing, identification of new potential investments, and to arrange funding for the current projects in hand were my key responsibilities.

**HBC Inc. (Real Estate Developer- Islamabad-Pakistan)**

**Mar-2008 Till Dec- 2009**

*Head Sales*

HBC Inc. was a capital based real estate development firm, with primary focus on online sales and marketing for the real estate established and off-Plan Projects, HBC Inc. was in involved in stock investments, Human Resource outsourcing, Agri Exports, and Software development. During my serving period in the company, I had prioritized and allocated resources where and when required by taking immediate actions and reformed business through aggressive growth strategies. Developed a peak-performance culture in the company objectives and aligned to corporate strategy.

**RMD Enterprises (Real Estate Brokerage- Pakistan)**

**Jan-2003 Till Dec- 2007**

*Sales Consultant*

Five years of exclusive brokerage experience within RMD enterprises had made my base of becoming a professional real Estate agent, had learnt a lot from the company, the basics of negotiations, the buyer seller mind-set, how to close the

*Deal effectively, the first year was the learning year, since I was a fresh graduate directly landed from the university in To the real estate emerging market of Pakistan. Working under stress, and how to become an effective problem solver, Team player, and achieving company weekly, monthly and yearly goals. Had left the company with a senior Director Level position.*

## **Languages**

*English, Urdu, Pashto, Punjabi*