



MARK PALMERO L'BOE

#1 West Walling Drive
Saint Louis, MO 63141
(314) 414-1111
Skype: Mark.LBoe
Mark.LBoe@Realty24.com

Areas of Expertise

- Advertising campaigns
- Business plan development
- Compensation plan development
- Financial number crunching
- Mail-order distribution
- Marketing strategy
- Proposal writing
- Presentation development
- Recruitment
- Sales & Marketing Rainmaker
- Scriptwriting / Telemarketing
- Systems and procedures manuals
- Business forms design
- Website development

Natural Talents

- Attention to detail
- Analysis and Decision making
- Goal setting
- Leadership
- Listening skills
- Negotiating
- Organized
- Problem solving
- Project tracking
- Strategic thinking/planning

Personality Traits

- Adaptable, Confident, Consistent
- Creative, Enthusiastic, Fast learner
- Fair, Focused, Open-minded
- Optimistic, Responsible
- Resourceful, Self-taught, Tenacious

Technology Proficiencies

- MS Office 2010: Access, Excel, OneNote, Outlook, PowerPoint, Publisher, Visio, Word.
- WordPerfect, Adobe, others.
- GoToMeeting, GoToWebinar.
- Social Media, Google+, Other.

*Strive for perfection in everything. Take the best that exists and make it better.
If it doesn't exist, create it. Accept nothing nearly right or good enough.*

– Henry Royce

Executive Bio

Mark is a high-energy, competitive, and solution driven person who will work, if needed, day and night, seven days a week to achieve success.

His background includes: Automotive aftermarket retail store and wholesale distribution, manufacturing, packaging, mail-order distribution, real estate brokerage sales and management, and franchise prototype development.

An innovative, resourceful, and visionary entrepreneur who started his first “business” at age 12, (after being denied a motocross race bike by my parents). He was earning \$8 to \$10 per hour (cash) at a time when the minimum wage was \$1.60. At age 15 he started a Volkswagen engine rebuilding business that 4 years later employed 22 full time employees.

Dropping out of college in favor of this entrepreneurial path, he became a student of starting and running small businesses and has tasted both success and failure.

One highlight was the design, invention, and in-house manufacture of a unique sand-buggy chassis kit that nested in two halves for easy re-assembly and substantially lowered shipping costs around the country.

After 10 successful years and impressive market share growth, a recession that brought the prime interest rate to 21% adversely affected the marketplace. It taught him some tough lessons about running a business. Not to be deterred, he grew his business to become the largest VW aftermarket store outside the state of California where 40% of all VW Beetles were ever sold.

Nevertheless, the demise of the VW Beetle marketplace was inevitable, so between 1986 and 1990 he transitioned into real estate brokerage, studying all facets of the profession: sales, recruitment, training and sales management.

Using that experience, along with programs he developed, he became a real estate sales rainmaker – widely known for his 8-year streak of 806 closed transactions from 1997 through 2004. In his peak sales year (2000) he was ranked #14 out of 7,416 local Realtors with \$20.4M in home sales, 126 transaction sides, and \$500K+ in earned commissions.

Notable was that he worked alone, from home, with no support team, buyer’s agents, or big franchise image. His slogan: *How Does One Guy Sell So Many Houses?* Over 8 consecutive years – he averaged a closed sale every 3.5 days!

Not one to rest on past accomplishments, and looking for a new challenge – he started *LandDesignBuild* – an infill homebuilding company that enjoyed quick but short-lived success due to the 2007 collapse of the homebuilding industry, with residential re-sales to quickly follow.

In 2008, inspired by the ravaged real estate marketplace, and always the man with a new idea, he formed a brain trust advisory group to develop *Compass Realty Systems* and took the role of lead architect to invent numerous products, programs, services, and systems for the real estate brokerage industry.

Objective

Currently Mark serves as CEO, *pro tem* of Compass Realty Systems, and is looking for like-minded, success-driven individuals to leverage our combined skills and resources to create the next real estate success story!

*Talent wins games, but teamwork and cooperation wins championships
– Michael Jordan*