



ETHEL BARR

M: 0404 532 008

E: Ethelbarr8@gmail.com

35/17 Hassall Street,
Parramatta, NSW 2150
AUSTRALIA

PROFESSIONAL SUMMARY

Results-driven Business Development Manager and Licensed Real Estate Agent with over a decade of experience in the NSW property market. Expert in lead generation, property development lifecycle management, and high-stakes sales negotiations. Proven track record in building robust referral networks and managing multi-million-dollar property portfolios.

CORE COMPETENCIES

- Business Development: Prospecting, lead generation, and strategic partnership building.
- Real Estate Sales: Property appraisals, market analysis, and contract negotiation.
- Development Management: Feasibility analysis, acquisitions, and construction oversight.
- Property Management: Tenancy management, tribunal representation, and marketing.
- Compliance: Licensed Real Estate Agent with expertise in trust accounts and legal requirements.

PROFESSIONAL EXPERIENCE

- Sales & Marketing Coordination: Oversee prospecting and lead generation initiatives to identify new market opportunities and partnerships.
- Portfolio Management: Currently managing 19 properties for sale and introducing potential buyers to builders.
- Relationship Management: Building and maintaining high-value client relationships and developing tailored proposals to meet their needs.
- Strategic Planning: Create sales forecasts and collaborate with design and sales teams to meet monthly and annual targets.
- Public Relations: Represent the agency at industry conferences and events to stay current with market trends.
- Development Lifecycle: Assisted the Development Manager in managing the entire process, including acquisition, deal structuring, design, financing, and public approvals.
- Site Acquisition: Conducted "door knocking" and maintained relationships with real estate agents to source new development sites.
- Feasibility & Appraisal: Performed feasibility analysis and appraised properties for potential sale or lease.
- Operations: Managed properties during the transition period between vendor vacancy and demolition, including short-term rentals.
- Sales Excellence: Negotiated sales prices and terms while advising clients on market conditions and legal requirements.

- Marketing Strategy: Promoted property sales through advertisements, open houses, and sales presentations.
- Legal & Finance: Prepared representation contracts, purchase agreements, and deeds; coordinated with mortgage lenders and home inspectors.
- Member of NSW Chamber of Commerce: Represented the agency at network meetings to increase business opportunities.
- Auctioneering: Exercised functions as an auctioneer and managed property auctions.

EDUCATION & LICENSING

- Certificate IV in Property Services (Real Estate) (CPP40307)
- TAFE NSW - Sydney Institute, July 2012
- Licensed Real Estate Agent (NSW)
- Licence No: 20074767 (Current as of 2015)
- Includes authorization for Auctioneering
- Professional Development: Consistently meets Director-General's Guidelines for Continuing Professional Development (CPD).

PROFESSIONAL AFFILIATIONS

- Member: NSW Business Chamber (Elected Nov 2014)

OBJECTIVES

To be the best in all that I do!

And keep learning and doing better every day, take up new challenges...

Sales Agent for Mannat Estates Pty Ltd [From Feb 2023 - to date]

BOX HILL

**OWN THIS OFF THE PLAN APARTMENT
FOR 2% DEPOSIT ONLY**



\$950,000

3 BED, 2 BATH, 2 CAR PARK

 **Mannat
ESTATES**

Contact Ethel Barr for details
0404 532 008
ethel@mannatestates.com.au

***98% FINANCE AVAILABLE**

 **Mannat
ESTATES**

**4 BEDROOM HOME
OPPOSITE BUSHLAND
FOR SALE**

NORTH KELLYVILLE

1% Deposit Finance

ask agent for details



Ethel Barr:
0404 532 008
ethel@mannatestates.com.au

Hot! LAND FOR SALE

In
BARDIA, NSW

CONTACT: 0404 532 008
info@mannatestates.com.au



Ethel Barr:
0404 532 008



4 BEDROOM HOME FOR SALE

PRESTONS



Ethel Barr:
0404 532 008

ethel@mannatestates.com.au



Auction Open

📍 DRUMMOYNE, NSW

🕒 LAST DATE: 31.08.2024



Offers Invited

Starting Bid: \$5M

Property features:

- 🏠 544m2
- 🌊 Harbour View
- 🛏 6 Bedroom
- 🛍 Near Shops & Eateries
- 🚿 3 Bathroom
- 🌳 Lush Garden

About:

Experience the luxury of harbour front living in this expansive 6-bedroom Mansion in Drummoyne, NSW. Revel in panoramic views of the Harbour Bridge and local waterways from multiple rooms, including both living areas and bedrooms.



Contact Ethel Barr:

📞 0404 532 008

✉ info@mannatestates.com.au



PERFECT OPPORTUNITY FOR
STUDENTS AND PROFESSIONALS

- Bond: Only 1 month upfront
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- FREE Electricity
- FREE Gas
- FREE Water
- Entertainment:
- FREE Indian Cable TV

**AFFORDABLE
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**\$220/BED
GIRLS ONLY**

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COMFORTABLE, ALL-
INCLUSIVE, FULLY-FURNISHED
PLACE TO STAY? LOOK NO
FURTHER!**



Contact us: 0404 532 008 ethel@mannatestates.com

Property and Stock Agents Act 2002

LICENCE

Licence No: **20074767**

This is to certify **Ethel Barr** is licensed under the *Property and Stock Agents Act 2002*.

Type of licence:

Class 1 Agent-Real Estate

This licence has been issued subject to any condition(s)/restriction(s), if any, set out below as well as any other condition(s) or restriction(s) you have been notified of or that are imposed by the Act or Regulation.

Principal Place of Business (Registered Office)

Address: U 1303 79 Grafton St, BONDI JUNCTION, NSW 2022 AUSTRALIA

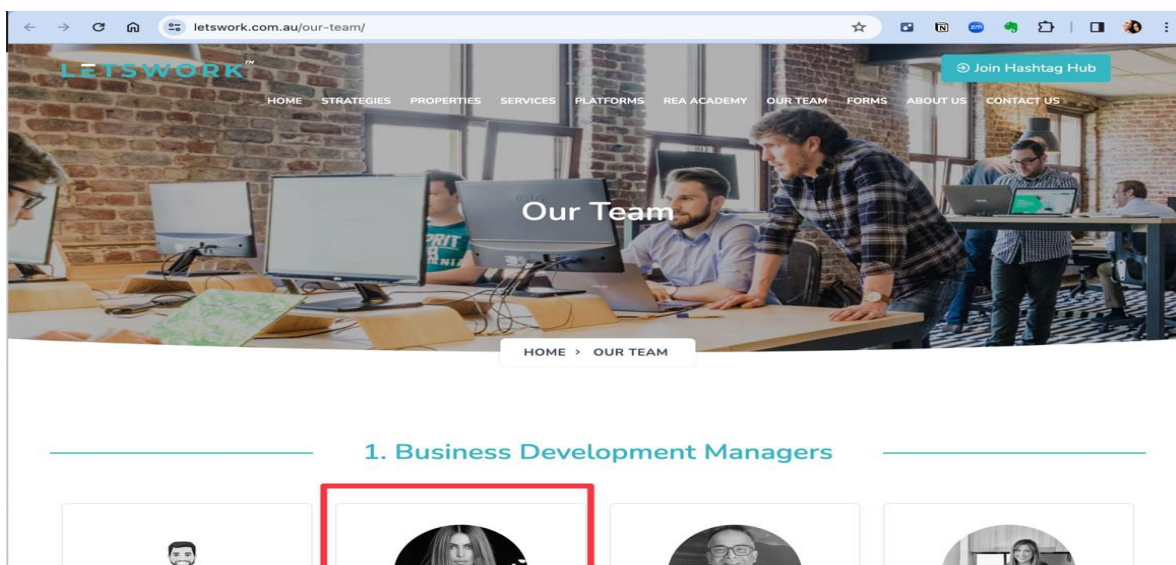
Expiry Date: 18 May 2026

Business Development Manager (BDM) for Real Estate Agency – PAIG & Letswork [1 year 3 months - From Nov 2022 – 9 January 2023]

- Sales & marketing coordinator
- Prospecting and lead generation; Maintain and develop client relationships; Taking leasing enquiries via email & phone
- Introduces potential buyers to builders & available properties (currently has 19 properties for sale).
- securing new business from a variety of sources, including existing clients, in-house referrals
- Identifying new business opportunities, including new markets, new clients, new partnerships or new products and services
- Creating strategies to successfully reach new business opportunities
- Building relationships with new clients, gauging their needs and developing proposals to address these needs
- Maintaining and developing relationships with current clients
- Pitching sales and products to new and existing clients
- Attending conferences and events to build relationships with industry partners and staying up to date with new trends
- Creating sales forecasts and actively working towards reaching them
- Possessing a strong understanding of the company's products, the competition in the industry and positioning
- Assisting managing and training a business development team
- Collaborating with design and sales teams to ensure that the requirements are met
- Assists in the development of annual sales goals.
- Assists in the completion of monthly targets.
- Build referral and lead generation network.

See screen shot below for Ethel's current role as BDM <https://letswork.com.au/our-team/>

Letswork offices are located at 100 Harris Street, Pyrmont NSW 2009. Display homes are located at Leppington & Morayfield.



See screen shot below of Ethel's Letswork BDM agent profile at realestate.com.au <https://www.realestate.com.au/agent/ethel-barr-3321944?cid=agent-profile-page%7Cbuy:pdp:contact-side-panel> Roles & responsibilities as described in this profile (provided by her employer)

- Property appraisals
- Manages enquires about property sales
- Property management
- Property advertising
- Manages General enquiries & calls from the public

← → ↻ 🏠 realestate.com.au/agent/ethel-barr-3321944?cid=agent-profile-page%7Cbuy:pdp:contact-side-panel ☆

Menu realestate.com.au Sign in Join

LETSWORK™



Ethel Barr 

Business Development Manager at [Letswork - Australia](#)

 Request a free appraisal

 Enquire  Call

LETSWORK™



Ethel Barr

What's your enquiry about?

Selling a property

Property management

An advertised property

General enquiry

Next



Ethel Barr 

 Request a free appraisal

 Enquire

 Call

^Agent performance snapshot data & property lists include all properties Ethel Barr has sold (last 12 months) as lead and secondary agent and published on realestate.com.au. It may not contain off-market and private sales, properties with unknown sold dates, sales while at another agency and sales that may be exclusively listed on other websites. Please contact Ethel Barr for their full sales history.

f t p in y

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Partner sites
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See screen shot below of Ethel's 'For Sale Advertisement' at realestate.com.au

<https://www.realestate.com.au/property-house-nsw-denham+court-143352964>

- BDM for sale of 4 Bed, 2 bath, 2 Car, 369 m2 house at Lot 7112 Senna Avenue, Denham Court, NSW 2565 with current asking price of \$1,189,000
- Manage queries from the public either by email or phone
- Sources lead
- Cold calls
- Reviews and read plans
- Shows potential buyers through display home at Leppington using her own car
- Negotiates (with the assistance of the lead real estate agent) the selling price and terms of contract
- Manage the consultant teams including vendors solicitor for sale, building and pest inspection
- Distribution of contract, sales and marketing material to potential purchasers



Menu

 realestate.com.au

Sign in

Join

Buy > NSW > Denham Court > House > Lot 7112 Senna Avenue



Lot 7112 Senna Avenue, Denham Court, NSW 2565



4 2 2 369m² House

\$1,189,000

HOME LOAN CALCULATOR
\$6,069/month
estimated repayment

Calculate

How much could you offer?
 [Create offer guide](#)

New

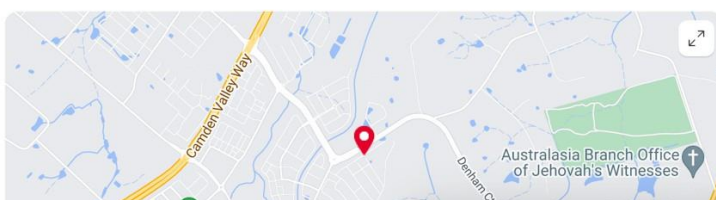


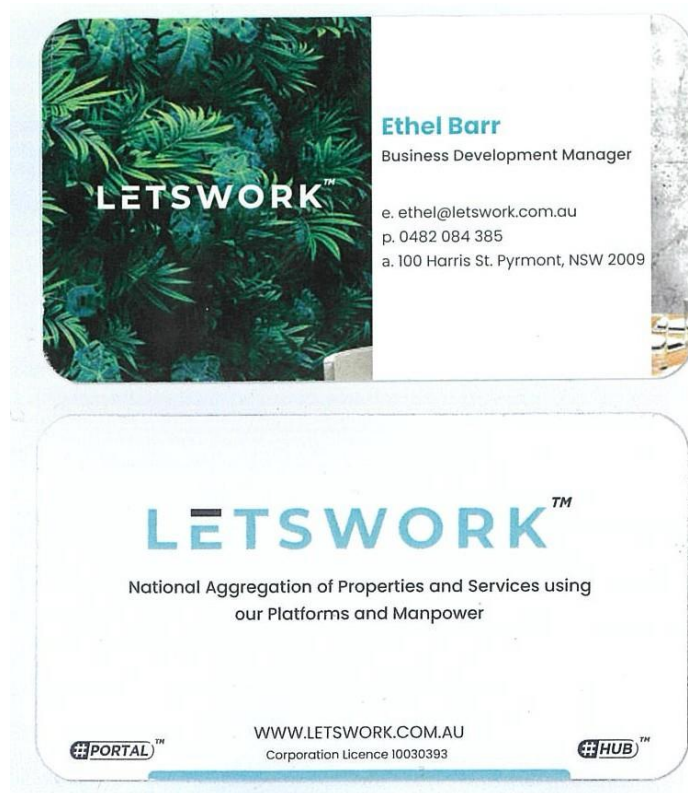
Ethel Barr

04820843...

Get in touch

 Save property





- See below Ethel's business card – Describing her role as Business Development Manager

See below photo of Ethel in front of property for sale at 11 Mars St, Leppington for \$950,000 that Ethel is Managing (See Ethel's name & phone number on the side)



Real Estate Development Manager Assistant for Real Estate Development Company Novitas Pty Ltd [1year 6 months - Oct 2022 from April 2021]

Roles & Responsibilities:

- Appraise properties for sale or lease
- Build relationships with vendors, buyers, tenants & landlords
- Manage and end tenancies
- Attend auctions
- Present at tribunals
- Door knock to look for sites
- Correspondence via word, email or phone with Real Estate Agents for sites
- Build relationships with Real Estate Agents
- Manage properties in the period between vacation by vendors to demolition
- Short-term rentals
- Marketing

Responsible for assisting the Development Manager managing the entire development process including:

- Feasibility analysis
- Acquisition
- Deal structuring
- Design development
- Financing
- Public approvals
- Construction
- Maintenance

Licensed Real Estate agent for Laing + Simmons Roseberry [2 years 11 months - Oct 2015 from Nov 2012]

Roles & Responsibilities

- Present purchase offers to sellers for consideration
- Negotiate prices or other sales terms
- Compare a property with similar properties that have recently sold to determine its competitive market price
- Appraise property values
- Advise clients on market conditions, prices, mortgages, legal requirements, and related matters
- Promote sales of properties through advertisements, open houses, and participation in multiple listing services
- Develop content for sales presentations and other materials
- Accompany buyers during visits to and inspections of property, and advise them on the suitability and value of the property they are visiting
- Prepare documents such as representation contracts, purchase agreements, closing statements, deeds, and leases
- Confer with mortgage companies, lenders, home inspectors, and pest control operators to ensure that the term and conditions of the purchase agreement are met before

settlement dates

- Coordinate property settlements, overseeing the signing of documents and disbursement of funds
- Contact property owners and advertise services to solicit property sales listings
- Arrange for title searches to determine whether clients have clear property titles
- Deliver promotional presentations to current or prospective customers
- Attend conventions, seminars, and staff and association meetings to remain knowledgeable about real estate markets
- Advise sellers on how to make homes more appealing to potential buyers
- Investigate clients' financial and credit status to determine eligibility for financing
- Develop a network of solicitors, mortgage lenders, and contractors to whom clients may be referred or introduction made
- Inspect the condition of premises and arrange for necessary maintenance or notify owners of maintenance needs
- Appraise properties to determine loan values
- Evaluate mortgage options to help clients obtain financing at the best prevailing rates and terms
- Rent or lease properties on behalf of client
- Check balance, deposits & withdrawals real estate trust account
- Present as Member of NSW Chamber of Commerce representing Laing + Simmons Roseberry (network meetings to increase business to Laing + Simmons Roseberry (see certificate attached))
- Intermediate negotiation processes, consulting clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest deal.
- Manage property auctions

Ethel as Member of NSW Chamber of Commerce representing Laing + Simmons Roseberry
(network meetings to increase business to Laing + Simmons Roseberry)



NSW Business Chamber

Certificate of Membership

Be it known that

Laing & Simmons Roseberry

is a member of NSW Business Chamber subject to the Constitution
and By-Laws of NSW Business Chamber.

First elected in

November 2014

Membership No.

1133104

A handwritten signature in black ink, appearing to read "Tony Dormer".

Tony Dormer
President
NSW Business Chamber

A handwritten signature in black ink, appearing to read "Stephen Cartwright".

Stephen Cartwright
Chief Executive Officer
NSW Business Chamber

NSW Business Chamber Limited ABN 63 000 014 504

Invigorating business



Fair
Trading

Property, Stock and Business Agents Act 2002

LICENCE

Licence No: 20074767

THIS IS TO CERTIFY that: **Ethel Barr** is licensed under the
Property, Stock and Business Agents Act 2002.

Type of Licence: Real Estate Agent In Force From: 10/10/2014

Principal Place of Business (Registered Office)

Address: 657 Botany Rd, ROSEBERY, NSW 2018 AUSTRALIA

This licence has been issued subject to the following condition(s):

During each year the holder of this licence must complete further educational training relating to the activities that may be carried on under this licence. The suitability of that education and the manner of calculating the time spent on it must satisfy the requirements specified in the Director-General's Guidelines for Continuing Professional Development.

It is a condition of the licence that the licensee be insured as required by section 22 of the Property Stock and Business Agents Act 2002, and clauses 13B and 50 of the regulation made under that Act.

Expiry Date: 9 October 2015

Rod Stowe
Commissioner for Fair Trading



Fair
Trading

Property, Stock and Business Agents Act 2002

LICENCE

Licence No: 20025322

THIS IS TO CERTIFY that: **Ethel Barr** is licensed under the
Property, Stock and Business Agents Act 2002.

Type of Licence: Real Estate Agent In Force From: 22/11/2012

Principal Place of Business (Registered Office)

Address: 308A 203 New South Head Road, EDGECLIFF, NSW 2027 AUSTRALIA

This licence has been issued subject to the following condition(s):

During each year the holder of this licence must complete further educational training relating to the activities that may be carried on under this licence. The suitability of that education and the manner of calculating the time spent on it must satisfy the requirements specified in the Director-General's Guidelines for Continuing Professional Development.

The holder of this Real Estate Agent's Licence may exercise the functions of an auctioneer..

Expiry Date: 21 November 2013

Rod Stowe
Commissioner for Fair Trading

1-1643098350 03/11/2012