

Antonio (Tony) Ramirez

Orlando, FL • (407) 460-6146 • tonyramirez@palkiper.com • www.linkedin.com/in/antonio-ramirez-sales

EXECUTIVE SUMMARY

Results-driven sales, bilingual sales professional with two decades of sales experience, and three years of experience in the new home sales industry, offering exceptional leadership skills and extensive sales background. Proven track record in training and mentoring teams, exceeding sales targets, and fostering strong client relationships. I excel in strategic communication and team collaboration to drive organizational success.

EDUCATION

University of Central Florida, Orlando, FL

May 2026

Bachelor of Science in Business Administration, Real Estate

GPA: 3.72

PROFESSIONAL EXPERIENCE

Palkiper— Orlando, FL

April 2025 – Present

Commercial Real Estate advisor

- List and market hotel and commercial properties across Central Florida, crafting compelling sales packages and positioning assets for maximum investor appeal
- Negotiate directly with buyers to structure deals, resolve objections, and secure favorable terms that align with client goals and market dynamics
- Identify and evaluate high-potential sites for hospitality, retail, and mixed-use development across Central Florida
- Conduct advanced scenario modeling using Excel to assess land use, impact fees, utility costs, and profitability
- Benchmark hotel performance metrics (RevPAR, GOPAR, ADR, CPOR, TRevPAR) to guide acquisition and repositioning strategies
- Source off-market hotel assets and negotiate directly with owners, developers, and investors
- Create persuasive outreach campaigns and LinkedIn messaging to build strategic relationships and unlock deal flow
- Collaborate with developers to structure proformas, optimize operational costs, and forecast ROI
- Analyze zoning, traffic patterns, and market comps to support site selection for drive-thru, QSR, and branded retail concepts
- Translate complex financial data into clear, actionable insights for clients and stakeholders
- Support branding and marketing efforts by aligning site strategy with investor goals and consumer demand

Starlight Homes— Orlando, FL

New Home Sales Consultant

April 2024 – April 2025

- Deliver exceptional customer service through inbound calls, educating prospects about products, setting appointments, and answering questions professionally.
- Create and deliver effective sales presentations in line with company training to generate sales
- Attend and participate in weekly meetings, providing updates as needed.
- Communicate organized information about prospects to the Sales Manager.
- Generate referrals by maintaining high standards of customer service and satisfaction.
- Log leads, appointments, and communications in Salesforce daily.
- Build and nurture relationships with realtors through office visits, networking, and business interactions.

Lennar Homes— Orlando, FL

New Home Sales Consultant

November 2022 – April 2024

- Build relationships with visitors to assess their home buying needs.
- Generating sales leads through community engagement and realtor partnerships.
- Acquire in-depth knowledge of the competitive market and demographics.
- Maintain consistent communication with customers from initial contact to post-closing.
- Attend sales meetings, neighborhood promotions, and marketing initiatives.
- Oversee the upkeep of Welcome Home Center models and inventory homes.
- Engage in community events and phone banks.

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Vacation Village Resort— Orlando, FL

November 2021 – November 2022

Inhouse Selling Manager / T.O

- Uphold and implement sales policies ethically and professionally.
- Meet daily sales targets by closing transactions.
- Maintain professionalism at all times.
- Train, evaluate, and monitor direct reports' performance goals for 3-5 representatives.
- Actively participate and plan daily sales meetings.
- Work with the Site Trainer on initial and ongoing training.
- Recruit future sales associates.

ACADEMIC PROJECTS

North American Office, Industrial & Parks (NAIOP) Competition, Real Estate Development Competition

Spring 2025

- Collaborated with a multidisciplinary team to design a mixed-use development proposal for a high-profile Central Florida site
- Led financial modeling and proforma analysis, including RevPAR, GOPAR, and IRR projections for hospitality and retail components
- Conducted market research and benchmarking to support site selection, zoning strategy, and tenant mix recommendations
- Created impact fee and utility cost scenarios to optimize land use and development feasibility
- Delivered a polished pitch deck and presented to industry judges, highlighting strategic vision, financial viability, and community impact
- Integrated ESG principles and placemaking strategies to enhance long-term value and investor appeal

Professional Affiliations

Real Estate Society – Board Member – Writer & Market Analyst / Marketing Department

Fall 2024 – Present

- The UCF Real Estate Society is a member-based society focused on educating the new generation of Real Estate Professionals. We seek to bridge the gap between professionals in the field and members. To do this, we connect and partner with various industry leaders.

American Marketing Association - Member

Fall 2024 - Present

- As a member, i have access to exclusive AMA content, webinars and events that will help add to my marketing knowledge and advance the marketing goals of whatever organization employees me. Also allows me to connect with marketing experts in my area and throughout more than 70 local professional chapters across North America.

Urban Land Institute – Member

Fall 2024 - Present

- ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. Through ULI's members' dedication to the mission and their shared expertise, the Institute has been able to set standards of excellence in development practice.

Certified Commercial Investment Member (CCIM)

March 2025- Present

- The CCIM Institute has been the established leader in education, technology, and networking resources. We are a member-driven community, helping more than 13,000 members by supplying the finest education and tools.

International Council of Shopping Centers (ICSC)

March 2025 – Present

- ICSC produces experiences that create connections and catalyze deals; aggressively advocates to shape public policy; develops high impact marketing and public relations that influence opinions; provides an enduring platform for professional success; and creates forward-thinking content with actionable insights — all of which drive industry innovation and growth.

ADDITIONAL INFORMATION

Computer Skills: Microsoft Word, PowerPoint, Excel (pivot tables, VLookups, NPV functions), Salesforce, WordPress, Canva

Languages: Fluent in English and Spanish

Licenses: Real Estate Salesperson (2001)