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*STEVE SHRUM*

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A Presentation  
of  
Professional Credentials

Mobile (615) 473-6633

Office (615) 447-3900

[www.steveshrum.com](http://www.steveshrum.com)

[steve@steveshrum.com](mailto:steve@steveshrum.com)

# Steven E. Shrum

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## Professional Objective & Profile

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High-Caliber, experienced Realtor® is seeking a position in helping you with all of your real estate needs. Offering more than 27 years of experience building and leading integrated sales operations for nationally renowned real estate agencies. Strong general management qualifications, with excellent analytical, planning, organizational, research, marketing and negotiation skills.

***I want to earn your friendship and become your Realtor for Life.***

## Summary of Qualifications

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### **Track Record of Success:**

Background exemplifies a successful track record of career accomplishments, which includes Selling & Closing over **1,500 homes**.

### **Sales Awards, Honors & Accomplishments:**

- 99% of homes that I have listed have SOLD.
- 99% approval rating from past clients and customer
- Elected to the Board of Directors for the Sumner Association of Realtors®. (2000 - 2005) (2015 - 2019)
- Elected First Vice President for the Sumner County Realtors® Association. (2002) (2016)
- Elected Vice President of the Sumner Association of Realtors®. (2003) (2017)
- **President of the Sumner Association of Realtors®. (2004) (2018)**
- Lifetime Member of the Multi-Million Dollar Sales Club. (Achieved this status during the first 5 years in real estate sales)
- Remain in the Top 12 (out of 1000) Sales Associates for Crye-Leike, Realtors®, which is the 6th largest real estate company in the nation.
- **Realtor of the Year Sumner Association of Realtors® (2006) (2016)**

### **Community Affairs; Military Awards & Honors:**

- President of Junior Chamber of Commerce. (2003)
- Tennessee State Championship in Karate, 1993
- Highly Decorated Soldier in State of Tennessee, United States Air National Guard. (1984 - 1994)
- Two Commendation Medals, United States Air Force
- One Achievement Medal, United States Air Force
- Inducted into the Davidson County Hall of Fame Teachers

### **Public Speaking:**

Powerful public speaker and motivator with the ability to inspire associates to achieve their maximum potential. In-depth background speaking in front of large and small community groups and at sales/motivational meetings.

### **Community Affairs:**

Strong leader in the community. Active member who participates in numerous community organizations, affairs and clubs including the Chamber of Commerce, Jaycees and Noon Sertoma Club.

### **Military: United States Air Force & National Guard (1984-1994)**

First Sergeant - Personnel Director

Selected out of 50 top soldiers at Tyndall Air Force Base Panama City, FL  
to be Administrative Assistant to a 2-star General

# Professional Sales Experience

## Realtor®

RE/MAX Elite, Hendersonville, Tennessee - February 1, 2017 - Present

Keller Williams Realty, Hendersonville, Tennessee - April 2013 - February 1, 2017

Crye-Leike Realtors®, Hendersonville, Tennessee - 1992 - April 2013:

- **Sales & Account Management:** Responsible for sales of residential properties. Solicit and obtain new clientele. Manage new business development and strategic planning to maximize growth and profitability. Personally manage account calls, presentations and negotiations. Maintains 99% referral business from previous customers.
- **Client Relations & Services:** Consistently establish and maintain an exemplary network of business associates as a result of providing superior service to clients and strong communications skills. Very thorough in providing follow-up and attention to client to ensure satisfaction, which results in repeat business and referrals.
- **Public Relations:** Network with numerous community organizations and businesses to strengthen public relations skills and to solicit new business.
- **Seminars - Public Speaking:** Facilitate numerous seminars and sales meetings to speak about sales, marketing and customer service.
- **Marketing Research:** Prepare market analysis of homes, research and investigate demographic areas to determine profitability ratios, and implement innovative marketing strategies to solicit and maintain business.

## Realtor®

Century 21 Realtors®, Hendersonville, Tennessee - 1989 - 1992:

- **Sales & Marketing:** Responsibilities were the same as those described above, but included selling both residential and commercial properties.

# Professional Community Affairs Experience

## Community Leader, Hendersonville, Tennessee

- One of 12 people selected by prominent leading officials, businessmen and professionals in Hendersonville, to lead the city into the year 2000 in community service and activities. Responsible for organization and coordinating numerous fund-raising activities, charities and civic clubs.

## Teacher

- **Education:** One day a week, volunteer to teach economics to eight grade students.
- **Curriculum Development:** Align interests and objectives of students within planning and development of curriculum. Educate students in all areas of economics
- **Mediations & Communications:** Strong interpersonal skills developed throughout career. Liaison between parents, students and school system. Meet with parents to determine specific needs for individual students, focusing on positive critiques.

## Chairman of the Board

Sertoma, Hendersonville, Tennessee

- **Track Record of Success:** Began as Secretary/Treasurer of this community organization, which comprised of Hendersonville's leading business professionals. Advanced to Vice President the second year. Served as President-Elect to third year and then elected President the fourth year. Served as Chairman of the Board the fifth year.
- **Honor:** Elected as Sertoman of the Year for State of Tennessee - 1994
- **Membership Development:** Expanded and grew memberships from 50 to 125 during year of Presidency as a result of extensive public relations and interaction with community businesses, organizations and individuals, which still stands as the largest membership in over 30 years.

2016 REALTOR® of the Year



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