



WHY HIRE YOU

ABSORB OVERVIEW

Once you know where you are headed in your search, it is important create the best first impression. It starts with showcasing the best of who you are on a Showboard, traditional resume or a social media profile like LinkedIn.

When you **Absorb**, you are taking notice of the world around you and blending what you learn into how you present yourself, be it a profile or in an interview. **Absorb** is a 3-D approach to how you present yourself professionally – as someone who is unique, focused and informed.

There are two tools that will help you navigate **Absorb**:

1

Tools Checklist

2

Insight Creator

ABSORB STEP 1

TOOLS CHECKLIST



WHY HIRE YOU

When you throw your hat in the ring for a professional opportunity, it is important to showcase who you are, while giving enough valuable information that someone decides to start a conversation with you.

While your Showboard provides you with space to stand out, the 'rules for tools' apply there as they do to a traditional resume or social media profile such as LinkedIn. As you build these resources for yourself, ensure that they grab a decision-maker's attention by comparing what you have against this checklist:

FOR ALL TOOLS, FOLLOW THE THREE C'S:

CLEAN

- AIM FOR 30-40% OPEN SPACE
- USE THE SAME FONT THROUGHOUT
- USE BOLDING AND ITALICS VERY SPARINGLY

CONCISE

- Use standard fonts like Arial or Times New Roman
- Use the same size font—such as 11 or 12 point, your name at the top maybe larger
- Limit special characters like bullets or dashes

CONSISTENT

Cover Letter

- Highlight **20%** of the best information you have to share, such as **2-3 key things** that you bring to the table
- Clearly explain the benefits of what you bring as a potential employee to an organization if they hire you
- Specifically state why you are interested in the opportunity

Showboard/Resume/Social Media

- Highlight the **40%** of your best skills, experience that are relevant to the ideal opportunity you are searching for
- Include highlights but not paragraphs of key responsibilities for each of your positions. Eliminate things like career objective, hobbies or references
- Keep your resume to **one page** with plenty of open space

ABSORB STEP 1 TOOLS CHECKLIST



WHY HIRE YOU

Traditional Resume

BEFORE

Jill A. Cohen
115 School Lane
Telford, Pa 18969
(215)449-5311
JillC15@gmail.com

OBJECTIVE: My objective is to obtain a position in a property management company where I can use my extensive background in the real estate industry to help customers and knowledge of sales and rentals to benefit the organization.

EXPERIENCE:
RE/MAX Reliance, Souderton, Pa
Real Estate Agent Commercial and Residential, 2003-Present
Represented commercial clients and residential customers in the sales process. Developed and implemented individualized marketing strategies to exceed customer expectations. Generated sales of \$5MM in 2011 and \$6MM+ in 2012, which exceeded average sales for the area. Produced lead flow through creating an incentive program that provided incentives to both the buyer and sellers. Developed relationships with local real estate agents to increase my referral network. Organized local community events in Bucks and Montgomery counties to build awareness and generate lead flow to the area. Negotiated win-win outcomes for all clients with buyers, sellers, local builders and leasing agents.

Coldwell Bank Realty, East Norriton, Pa
Licensed Real Estate Agent and Concierge, 2001-2003
Successfully guided homebuyers and sellers through the sales process and purchase of properties. Generated lists of available properties that were compatible with the buyer's needs and financial resources. Established a good communication flow with other agents, buyers, sellers, loan officers and title agencies involved in the home buying and selling process. Coordinated all appointments for all parties involved by working with both the buyer and seller to agree to mutually convenient times and places. Present during all home inspections and final walk-through. Provided resources to out of town buyers including moving services, local area guides, employment listings and local school information.

Keller Williams Real Estate, Blue Bell, Pa
Licensed Real Estate Agent, 1998-2001
Built relationships with other agents to assist in the purchase and sales of homes. Worked closely with my clients to offer helpful advice and negotiate the best offers for their homes. Effectively showed residential properties to potential buyers. Listened to my clients to determine their needs and work to satisfy those needs. Acted as an intermediary in negotiations between both the buyer and seller. Ensured that all the paperwork was completed accurately and timely prior to the closing.

LICENSURE:
Licensed Real Estate Agent, Pennsylvania

EDUCATION:
Drexel University, Philadelphia, Pa
Real Estate Program, January 1998
Harry S. Truman High School, Levittown, PA
GPA 3.6

CERTIFICATIONS:
Microsoft Office Specialist Certification
June 2003

COMPUTER SKILLS:
Microsoft Word, Microsoft Access, Microsoft Excel
Words typed per minute: 45

AWARDS:
Awarded the RE/MAX Silver Circle Award in 2007 and 2008 for my sales performance

PROFESSIONAL ORGANIZATIONS:
Pennsylvania Association of Realtors, Member

AFTER

Jill A. Cohen
115 School Lane
Telford, Pa 18969
(215) 449-5311
JillC15@gmail.com

CORE SKILLS

- Expert Knowledge of the Real Estate Process
- Strong Communication Skills
- Effective Negotiator
- Relationship-oriented

PROFESSIONAL EXPERIENCE

Real Estate Agent—Commercial and Residential Properties
RE/MAX Reliance, Souderton, PA 07/03-Present
Generated \$5MM in 2011 and \$6MM+ in 2012, exceeding average sales for the area. Awarded the RE/MAX Silver Circle Award in 2007 and 2008 for sales performance. Produced lead flow through creating a sales acceleration program and participated in community events for Bucks and Montgomery counties to build awareness of services, to increase lead flow and expand network. Negotiated win-win outcomes for commercial and residential clients working with local builders and leasing agents.

Real Estate Agent/Concierge
Coldwell Banker Realty, East Norriton, PA 08/01-06/03
Identified available properties that were compatible with clients' needs and financial resources. Built rapport with agents, buyers, sellers, loan officers and title agencies. Provided a high level of service by coordinating client tours, inspections and final paperwork. Worked with long distance buyers looking to relocate and linked them to local area guides, moving services and school information.

Real Estate Agent
Keller Williams Real Estate, Blue Bell, PA 02/98-8/01
Worked with clients to determine their needs and negotiated win-win outcomes for buyers and sellers. Established relationships with other agents to broaden real estate network.

EDUCATION

Real Estate Program 09/97-01/98
Drexel University, Philadelphia, PA
High School Diploma 09/93-05/97
Harry S. Truman High School, Levittown, PA

LICENSE AND CERTIFICATIONS

Real Estate License 01/98-Present
State of Pennsylvania
Microsoft Office Specialist Certification 06/03

ABSORB STEP 2

INSIGHTS CREATOR



WHY HIRE YOU

Absorb is a 3-D approach to how you present yourself professionally – as someone who is unique, focused and informed. One of the best ways that you can be informed is to do some intelligent searching about a potential organization so that you can use that information in a phone screen or interview. The best places to search, include the job posting, organization website, blogs and LinkedIn. By definition, insight means to gain a deep understanding. The basic formula for creating an insight is:



	INSIGHT EXAMPLE	YOUR EXAMPLE
DISCOVER	You notice that a job posting for a marketing coordinator says, "ability to prioritize and work creatively to meet deadlines. Comfortable with fast-paced, changing environment."	<i>FRESH INFORMATION</i>
DETERMINE	In thinking about this, it's obvious to you that the company values creativity but also productivity. Things change quickly and they need people who can respond effortlessly to that change.	<i>THE IMPORTANCE</i>
DISCUSS	In preparation for a first phone interview, you are prepared to share what you learned and will ask the following questions: <ol style="list-style-type: none"> 1. What are some examples of deadlines that you need your new marketing coordinator to meet? 2. How do you think it is best to respond to change at the company? You would also be prepared to talk about a time when you volunteered on a campus project where you needed to be creative and solve problems, with limited resources.	<i>USING QUESTIONS + STORIES</i>