

# California License 01895459 Real Estate Sales & Property Management Resume of Gary R Cook, Realtor

## Career Goal

Salaried Real Estate Administration or Commercial Property Management, with Sales Focus on 1031 Exchanging

## Experience

Independent Insurance Agent, Life/Health & Property/Casualty Broker – California 1/04-Current  
I have marketed: Supplemental health & critical illness plans, Health insurance plans, automobile and homeowners insurance. Familiar with many other types of plans; see GaryRCook.com

Seasonal Campaign Executive, United Way - Santa Barbara, CA 7/03-11/03  
Helped with seasonal fund-raising campaign. In less than 4 months, we raised 2.1 million committed dollars. I performed stand-up speaking presentations to business audiences asking employees to allow payroll deductions. I cold-called businesses and set up appointments for management presentations and requested company leadership to make larger donations than the employees, as each could afford. I made over 60 presentations to small and large groups of employees within 60 days.

General Manager, Gulf of Mexico Cafe - Torrance, CA 5/02-3/03  
Purchased and turned a failed cafe profitable; Sold café after building up the business and attracting investors

- Increased café sales by 337% by our second month in business
- Gained a highly positive review of the cafe in local paper
- Acclaimed by food industry peers as a success in concept development

Business Manager, New Directions, Inc. - Los Angeles, CA 6/00-2/02  
A non-profit organization, supporting the Los Angeles Veterans Regional Opportunity Center

- Executive Management, advisor to the Executive Director and responsibility for over 45 employees
- Business development & oversight of construction, food service and janitorial businesses
- Cold-called prospects, created marketing plans, designed brochures, created & maintained Website
- Reoriented businesses by establishing recognized and professional standards and procedures
- Reorganized office procedures, increased labor rates, reduced costs and doubled sales

General Manager, Cook Information Technologies - Lompoc, CA 1/98-5/00  
A Web-based sales organization, offering software publisher's programs to Human Resource departments

- Designed marketing materials for four company Websites: E-Hire, NewHires, CookIT and Cook-E
- Negotiated vendor relationships, cold-called prospects, closed sales, co-created business plan
- Created partnerships and creative marketing arrangements
- Taught the business community about the Internet, as a marketing & PR tool through SCORE

Senior Sales Representative, Benefit Software, Inc. - Santa Barbara, CA 9/95-1/98  
A software publisher, at the time selling DOS software to a market already converted to Windows 95.

- Tele-marketed to leads, educated prospects, closed sales, taught new employees how to sell
- Top salespersons in company, without corporate accounts
- Wrote marketing plan, implemented marketing campaign, created literature and original Website
- Through the above, I effectively pulled BSI out of a slump, increasing sales by over 50%. The company has since gone on to greater successes by utilizing the Internet to allow customers access to its software.

General Manager, Cook International Business Network, Inc. 8/88-4/95  
San Francisco and Lompoc, CA  
Introduced utilization of Internet for business-to-business international networking across the Pacific Rim

- Spoke publicly at personally arranged seminars, as well as at public events and to business associations
- Networked during visits with the offices of Consul Generals and Ambassadors' around San Francisco
- Received letters of commendation from San Francisco Mayor's office, Senator Pete Wilson, and others
- Wrote letters to American Embassies and Consulates around the world promoting the concept
- Named "1989 Entrepreneur of the Year" by the Asian Business League of San Francisco

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### **Public Service**

Past President, Elected to office in 1994, Lompoc Valley Business Association  
Wrote campaign for Lompoc city councilman who was elected using it, and then re-elected  
Author/Editor/Publisher of the free Journal of Economic Development for Santa Barbara County  
Past Corporate Secretary of the Golden Gate Business Association  
Successfully Lobbied Santa Barbara Chamber of Commerce for official non-support of State ballot measure  
2007 Membership Director, Mid-Valley Chamber of Commerce, Van Nuys, CA  
Participated Advisory Committee on Housing & Economic Development to Santa Barbara Board of Supervisors  
Member, Governing Board San Gabriel Valley Homeless & Housing Coordinating Council (Sponsored by C.O.G.)

### **Formal Education**

East Los Angeles City College 2010 – Real Estate Sales & Appraisal – Graduated & Added to Dean's List.  
Received my California Department of Real Estate License March 2011. Member  
San Francisco City College (1974-1976; 1991) - Varied coursework included Spoken Japanese and Spanish (can moderately speak, read & write it) Economics, Practical Speech Communications & Criminology  
The Dale Carnegie Sales Advantage® (1988) - Public Speaking: Creating an effective opening for a presentation, Capture of and holding audience's attention, and creating emotional impact.  
Control Data Institute (1979) - Programming Principles & Computer Operations

### **Insurance Training & Sales Experience**

CA License #0E33723 (Life/Health & Property/Casualty and Disability Certificate) Current through Feb. 2012.  
CE Credits: for Long Term Care, Pension Solutions, Charitable Trusts, Financial Planning & Annuities.  
Life - whole & term, fixed Annuities; Final expense funds; Disability - long or short term; Umbrella policies; Supplemental/critical illness policies; Health insurance, fire & liability; Auto, Home, Business, Landlords.  
The kinds of insurance marketing I have done in the past includes: Contact existing customers to cross-sell products, Contact previous customers and invite them back, Cold call out of phone directory and knocking doors, Cold calls & mailing to homeowners & renters, Cold call visits to businesses and contacting lists of people I know.

### **Computer Experience**

Years of experience operating computers and Microsoft Programs including Internet Explorer, FrontPage, Word, Excel, Outlook, Outlook Express, as well as many other programs such as ACT and more. Earlier positions included Wholesale & Retail computer products sales, as well as manufacturers representation. I also have been responsible for mainframe computer operations rooms for a wholesale auto business, a doctor & dentist medical billing company and a regional credit bureau. Equipment I have managed includes IBM 4341-2, with CICS/VTAM, Dynam-t and others.

### **Passions & Personal Interests**

I have a passion for helping other people succeed. I follow my grandfather and his activities in helping youth. However, as a youth I was homeless for a couple of years, and it's been a goal of mine to work with others to create an environment where with a continuum of care, people no longer have to experience that. I have developed a plan to take jobless youth and veterans from homelessness to homeownership in a short period of time.

The following quote sums up my beliefs: "Emancipation without permanency or support is a form of government-sanctioned child abuse," says (LA County Supervisor, 5th District) Antonovich. "The parents of our youth have rejected or abandoned them in one form or another. When they turn age 18, their government is doing the same, placing them at risk of long-term dependence on public assistance, homelessness, substance abuse, incarceration and death."

It is my hope that the work I do in the real estate field will lend itself to the goals of a nonprofit I'm working with others to establish to help the homeless. The results of this planning & development may be viewed at [www.HomeUp.org](http://www.HomeUp.org).

To that end, I wish to work to help manage multifamily properties, where master leases may be created between the property owners and social service organizations. These organizations will pay for the homeless and disabled to stay in the residences. I also wish to help investors purchase, which may be "greened" and improved, to provide employment for this same group of residents. My goal is to work with 1031 exchanging for smaller investors.