

Ronald Walken

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POSITION TITLE

Seeking a Seattle area position where over 15 years combined experience in strategic marketing, consumer/commercial financial services, consulting, and maintaining successful communications leads to higher demand for your company's services and increased profitability. Skilled negotiator and instructor.

SUMMARY OF QUALIFICATIONS

- ➔ **Strong marketing & consulting background** includes proven experience in generating leads, market research, introducing services to potential clients, identifying a client's needs, and providing profitable solutions through consultative selling
 - ➔ **Skilled in generating numerous leads, developing solid business relationships & creating an awareness of company services**—achieved through non-advertised referral-sources.
 - ➔ **Proven experience in delivering seminars & presentations** to large groups of professionals. Deliver Tax Law instruction to over 500 referral sources annually—includes accountants, investors, and financial industry professionals.
 - ➔ **Real Estate Tax Law—act as Qualified Intermediary, having completed over 2,000 1031 Tax Deferred Exchanges.** Generate approximately \$300,000 in annual revenues.
 - ➔ **Consumer Lending—over 5 years** experience in producing high-quality loans. Located market for potential clients, properly assessed all risks, established company's lending philosophy, and prepared accurate loan documentation.
 - ➔ **Provide consulting services—demonstrate compassion towards client**, with clear understanding of business needs. Provide advice & assist client with achieving goals.
 - ➔ **Persuasive communication skills**—able to generate a prospect's/client's interest in ideas, products or services. Adept at conveying information in a clear, concise and engaging method, verbally, in writing, and in presentation/public speaking settings.
 - ➔ **Persistent in overcoming complex challenges** and achieving profitable company results. Always working to consistently meet & exceed expectations of clients, supervisors & colleagues. Strong work ethic—persistent, friendly, and professional demeanor.
 - ➔ **Described as the “consummate sales professional (who) has perfected the art of networking in order to generate leads and bring in business.”**
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PROFESSIONAL EXPERIENCE

Regional Representative, XChange Solutions, Inc., Seattle, WA (1998-present)

- Established Pacific Northwest regional office. Entered into annual servicing contract arrangement with owner/operator of San Jose administration office.
- Reverse Exchange Services—completed projects involving IRS-approved 1031 reverse, where replacement properties are purchased prior to sale of exchange property. Extensive understanding of Reverse Mortgage regulations.
- Manage disposition & acquisitions of replacement properties for investors deferring Federal & State Capital Gains taxes. Continuously controlled \$15,000,000+ of exchangers' funds.
- Assisted client with acquisition of two new commercial properties. Eventually provided more income than previously held \$7,000,000 shopping center.
- Provide consulting services—discover what referral is looking to achieve through a 1031 transaction. Demonstrate to potential client how to reach or exceed outlined goals.

- Maintain clear communications with investor’s escrow officer, attorney and accountant. Answer any questions and clarify overall procedure. Negotiate documents, interest rate payment & provide bonding documentation.
- Generate new and repeat business through distributing e-mail newsletters. Author of articles on investment real estate and 1031 Exchanging.
- Delivered Taxation seminars to over 500 referral sources per year. Topics included “What A 1031 Exchange Is,” “What Is A Like-Kind Property,” “IRS Guidelines,” “What’s Required To Be A Qualified Intermediary,” and “Why Should An Investor Consider Benefit Of 1031 Exchange?”

Regional Representative, Starker Services, Inc., Seattle, WA (1989-1998)

- Assisted in establishing Pacific Northwest regional office. Structured IRS 1031 exchanges.

Equipment & Lease Financing Representative, Ford Equipment Leasing, Seattle, WA (1988)

- Marketed commercial equipment and dealer financing programs to Pacific Northwest businesses.
- Secured qualified borrowers where management’s ROI requirements were attainable.

Also completed work as an **Equipment & Lease Financing Representative** for Deutsche Credit Corporation, Westinghouse Credit, Chase Commercial Corporation & IFG Leasing.

IFG—cited as “**#1 Salesman**” for 10 out of 12 months & “**Top National Salesman**” for 2 years. Westinghouse Winner of “**Outstanding Sales Performance**” award.

Prior experience in **Consumer Lending**—held positions with Avco Financial & Public Finance
Managed insurance underwriting investigations with Retail Credit Corporation

EDUCATION & CERTIFICATES

- **Bachelor of Arts**, University of Washington, Seattle, WA
- Completed **Xerox Marketing Courses & Negotiation Training**
- **Computer skills**—knowledge of Microsoft Office including Word, Excel, and some PowerPoint. Experienced in Internet research.

ADDITIONAL INFORMATION

- ➔ **Skilled at analyzing a problem/situation**, and developing the strategic steps required to achieve the best possible solutions
- ➔ **Superior planning skills**—capable of handling diverse tasks and various details simultaneously.
- ➔ **Expertise for functioning independently and in a team environment.** Able to bring productive ideas, focused energy and accuracy to both individual and group tasks and assignments.